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HOMELESS TO HOLLYWOOD

A career story so jaw-dropping it should be a film

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The dark side of virtual beauty

SHOW ME THE MONEY!

JESSICA ALBA

EXPLAINS EXACTLY HOW SHE MADE \$1BILLION*

*Don't worry - we took notes



*The NPD Group, Prestige Foundation Value and Unit sales CY2015. **One 4ml sample of foundation and one 4ml sample of face primer per customer, while stocks last. www.esteelauder.co.uk © 2016 Estée Lauder Inc.

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A full-page advertisement featuring two women in bohemian-style clothing walking outdoors. The woman on the left has curly brown hair and is wearing a white tunic with red floral embroidery and a red tassel necklace. The woman on the right has long blonde hair and is wearing a white lace crop top and white trousers with a large tassel belt. They are both smiling and looking at each other. The background shows a yellow brick wall and a white car.

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14.99

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H&M

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COSMOPOLITAN

RANDOM QUESTION OF THE MONTH

If you had an extra hour in the day, how would you spend it?

Ironing my bed sheets – an undervalued act of meditative therapy.

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Seeing my friends in real life – not just on social media.

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*Based on mass market facial moisturiser and cleanser value sales for the past 12 months ending December 2014.

**Skin surface renewal is accelerated based on surface cell exfoliation.



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FROM THE EDITOR



This month
at *Cosmopolitan*...



From above right: Speaking of change... a woman who has completely changed career – I spoke with Ruby Wax about her new book *Frazzled*; me on a secret project with other international *Cosmopolitan* editors; even more changes – I had my hair chopped off by this genius, George Northwood



* This editor's letter comes to you from a cold, dark train stranded somewhere 60 miles south of London. It is almost midnight and I've been waiting for a train driver for the past 45 minutes. In that time, two other trains have come and gone, all going in the direction in which I'm heading. And yet... here I am. Still on the train.

Fear. Laziness. Comfort. That's why I stayed. And that's why now, as the tannoy announces no driver will, in fact, be coming this evening, I and the other hundred or so other passengers awaiting news – any news – all quietly curse ourselves. This didn't have to be our fate tonight... if only we'd made a dash for it and changed trains.

Because that's the thing about change: the longer you give yourself to think about it, the less likely your chances of doing it. I've always been a big believer in exhaustively calculated decisions. And yet, it's the quick, instinctive ones that have usually served me best. An example: when I was 27, I accepted a job in Australia after a 15-minute phone interview. I didn't think about what I'd do with the flat I'd just bought, or the job I'd only been in for 12 months that I'd have to give up, or the fact that I'd never even been to Australia and, you know, what would happen if I didn't actually *like* it?! No, I thought only about the opportunity to live on the other side of the world. And I know – I can guarantee, in fact – that if I'd talked this through; if I'd made long, long lists about the pros and cons; if I'd done a bit of research and seen there was a rental crisis in Sydney that meant I'd probably struggle to find a place to live (I did), then I probably wouldn't have gone.

So what I'm trying to say is this: when it comes to the big and small decisions that involve change, think less; act fast. There are no bad choices. Or no choices so wrong you can't figure a way out of them. There are only missed opportunities of moving forward. At least that's what I think as I join the hundred-strong queue for the taxi rank...

Farrah
FARRAH STORR
Editor

* Follow me on Twitter @Farrah_Storr and Instagram @farrahstorr

MAX FACTOR X

NEW

THE VOLUPTUOUS FALSE LASH EFFECT

Richer, fuller, more lifted lashes. Discover the new Lash Uplift Brush, designed to capture and lift every lash for 5x more volume.

Create your Voluptuous False Lash Effect
#MakeGlamourHappen

Recreate Candice's transformation: **Voluptuous False Lash Effect** in Black, **Masterpiece Nude Palette** in Golden Nudes, **Colour Elixir Lipstick** in Burnt Caramel, **Lasting Performance** in Soft Beige.

THE MAKE-UP OF MAKE-UP ARTISTS



Kmox

IF IT'S HOT AND HAPPENING, IT'S IN HERE...



GO SMALL OR STAY HOME

Fancy a festival this year but put off by the crowds/queues/toilet horrors? Would you rather watch cute, little up-and-coming bands than big commercial acts? Then a micro festival has your name all over it. These boutique gatherings have been mushrooming in recent years, and there's one to suit even the most festival-averse. For a house-party feel, try Standon Calling (29-31 July) in Hertfordshire, which started life as a summer get-together for friends. Or for a mystical setting in a Welsh wood (who doesn't want that?) try electro arts festival Gottwood (9-12 June). Or if it's the original Glasto vibe you're after, try Farm Festival (29-30 July) just down the road in Somerset. Now, where did we put the body paints?

£895, Christian Louboutin

£25, Skinnydip

£1,100, Stella McCartney





£550, Anya Hindmarch

Lamp, £2,650, Anglepoise

Small wonders

When it comes to bags, size really does matter...

Straining under the weight of your oversized 'It' bag? Us too. So let us introduce our new friend – the mini bag. She's small and compact, pretty and interesting (it's all about the details) and best of all, she's happy to hang cross-body style, so you can go hands-free. The only downside? You'll need to find another place to keep your 16 lipsticks, M&S plastic cutlery collection and leaflets for that exhibition that ended three months ago... ♦

FASHION NATASHA MILES
PHOTOGRAPH LEO ACKER

£395, Sophie Hulme at Net-A-Porter



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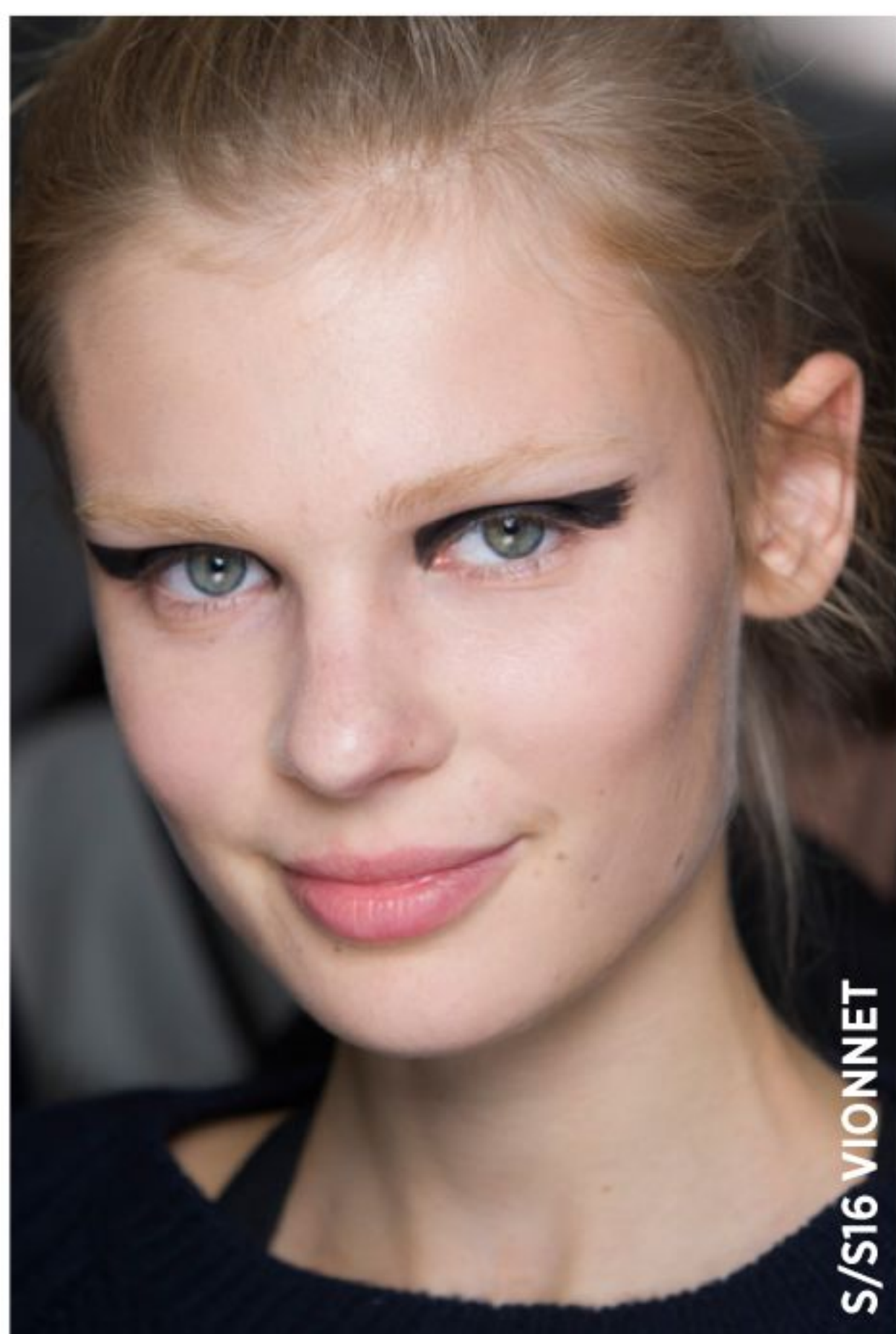
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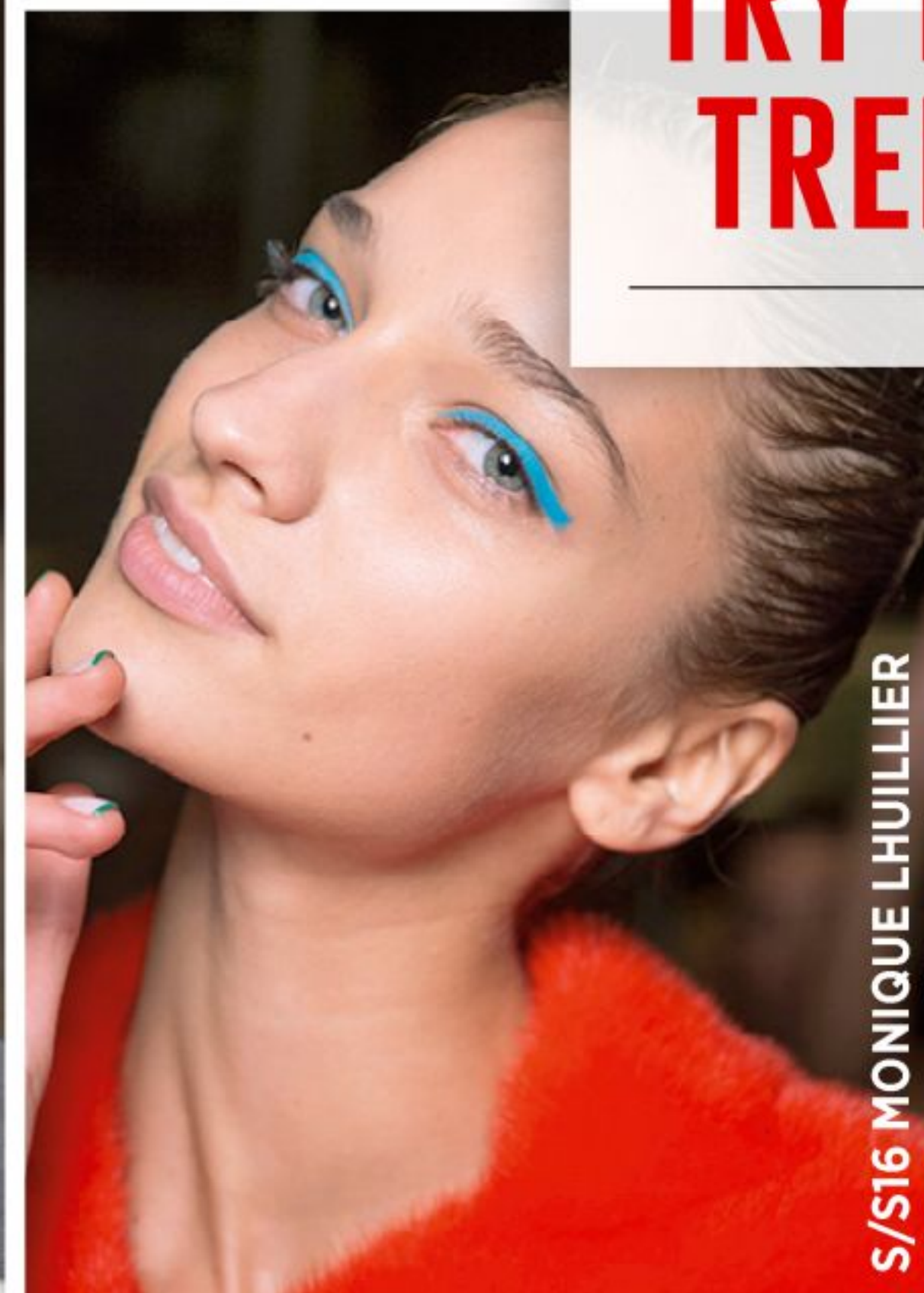
*4 week satisfaction test: Multi-Active Day Cream All Skin Types, 106 women.
**Source: The NPD Group value sales Jan-Nov 2015.



S/S16 VIONNET



S/S16 JULIEN DAVID



S/S16 MONIQUE L'HUILLIER

The curious cat

Sure, feline flicks are cute, but sometimes it's fun to go a bit crazy

PAINTERLY

Stare-at scale: 1/3

"This edgy liner has so much more attitude than the traditional cat flick," says Mac senior artist Rachel O'Donnell. "Plus it's easy to achieve with the right tools."

1 Use a flat angle-tipped brush to map out the shape with black gel liner. Rachel used **Mac Blacktrack Fluidline**, £16, and the **Mac 263 Angle Brush**, £16.50.

2 Steady hands at the ready for colouring in said mapped-out area: do this using the flat of your brush loaded with more gel.

3 Finally, create this look's feathered outer edge by making multiple tiny strokes using the tip of your brush. Pretty.

ROUNDED OFF

Stare-at scale: 2/3

This is great for people who a) like to break the mould, and b) struggle to master a more conservative flick. "If the dot goes in the wrong place, simply remove it and try again," says Mac senior artist Dominic Skinner.

1 Apply black kohl in a thick line from the lid's centre to the outer edge.

2 Wrap the liner around the outer corner to the lower lashes, where the line should become finer.

TIP If your kohl is a bit soft, pop it in the freezer for a few minutes before sharpening.

3 To create the round 'Mickey Mouse ear' tips, use a cotton bud to dab gel liner on the skin.

Chanel Intense Eye Pencil in Noir, £17

RMK Ingenious Liquid Liner in Metallic Gold, £15.50

Illamasqua Eye Colouring Pencil in Debonair, £16

Mac Blacktrack Fluidline, £16

FLASH IT

Stare-at scale: 3/3

"The more traditional flick conveys a sleek sexiness, but this bold liner suggests strength and power," says Dominic. "And the bigger the eye space, the bolder the look you can create."

1 Using a bright kohl pencil, apply colour to the lashline, starting from the inner corner, shooting up and out at an angle (think Amy Winehouse).

2 When you get to the outer corner of the eye, take the liner down in a vertical drop for that square block edge.

3 If bright 'n' bold eyes fill you with fear, ease yourself in with metallic instead. Liquid gold looks particularly stunning on darker skin tones.

**Elie Saab Le Parfum
Rose Couture, £34 (30ml)**
A mega-dose of
heady rose makes
this the girliest in
the Elie Saab
fragrance family.

**Jo Malone Wild
Strawberry &
Parsley, £44
(30ml)**
This leafy green
delight has a
peppery edge
to it, sweetened
in a subtle way
by its hero
strawberry note.

**Juicy Couture
Viva La Juicy
Rosé, £37
(30ml)**
Mandarin, pear
and honey
notes: this
smells like a
party and looks
like one too.

**Shay & Blue English
Cherry Blossom, £55
(100ml)** You'll be full
of the joys of spring
after spritzing this
on. Black cherry
adds a richness to the
sweet rush of petals.

Hot right now!

What's that smell?
Why, it's the *Cosmo*
beauty department...

**Dolce &
Gabbana Dolce
Rosa Excelsa, £49 (30ml)**
With notes
of rose and
water lily, this
scent, to us,
is the perfect
balance of fresh
and floral.

**Maison Francis
Kurkdjian Baccarat
Rouge 540, £195 (70ml)**
Smoky, sexy caramel.
Sounds wrong;
smells so right.

**The Body Shop
British Rose, £19 (100ml)**
A fresh, sparkly,
zingy rose:
definitely does
NOT evoke
images of
elderly ladies.

**Valentino Valentina
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with this amber, iris
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Confessions

*Because
sometimes
life is
stranger
than
fiction*



LIFT A FINGER

I got into a lift with a stranger while absorbed in a text. After a minute or so, a hand came towards me and I slapped it away, shouting, "What are you doing?!" After an awkward silence, the man said, "I was trying to press the button for my floor, but you're standing in the way."

AMANI, 22, PR OFFICER, BRIGHTON



TURTLEY LAME

I took a girl I liked to an aquarium for a date. She was being really closed off, so I decided I needed to tell a goofy joke to make her feel more at ease: she was taking a photo of a turtle and I said, "That's a great shellfie." She giggled awkwardly. There was no second date.

ALEX, 20, CHEF DE PARTIE, LONDON



CAT BURGLAR

WALKING HOME ONE NIGHT, I STOPPED TO PET A CAT IN THE STREET. SUDDENLY IT BIT HOLD OF THE LEAD OF MY HEADPHONES AND LEGGED IT OUT OF SIGHT – SO YEAH, I'VE BEEN MUGGED BY A FELINE.

CONNOR, 23, SOCIAL-MEDIA ASSISTANT, LINCOLNSHIRE

THE NAKED TRUTH

On my first day in a new job, I went to the unisex loo, which had a dodgy lock. I was wearing a jumpsuit (and no bra), so had to strip off to go. Halfway through, my new boss walked in. In a panic, I shouted, "I don't usually wee in the nude!" He let out a shocked yelp and scurried off. We avoided eye contact for the rest of the year. **JULIETTE*, 27, ARCHITECT, CUMBRIA**

essions



THE INKY LADY

At a festival, I saw the singer John Newman standing nearby. I noticed he had a tattoo of a woman on his arm and, convinced I knew who it was, yelled, "Oh, you've got a Margaret Thatcher tattoo!" After a cold silence, he flatly replied, "No, it's my mother," gave me a withering look and walked off.

TINA, 32, JOURNALIST, KENT



(OVER)SHARING IS CARING

I sent an email to colleagues with a load of photos of my dog, but looped in a client by mistake. I sent an apology - and he replied to say I'd brightened his day. But, just an hour later, I accidentally sent him another email saying, 'Chocolate on my desk. Help yourself!' Ever the professional.

LAUREN, 25, PUBLISHING ASSISTANT, SUFFOLK

SWEAT REGRET I'M A HAIRDRESSER AND, LAST WEEK, A CLIENT CAME IN WITH LOADS OF WATER DRIPPING DOWN HER FACE. I SHOUTED, "IS IT RAINING HARD OUT?" LOUD ENOUGH FOR THE WHOLE SALON TO HEAR. HER CHEEKS WENT BRIGHT PINK AND I REALISED IT WAS ACTUALLY A SUNNY DAY - THIS WOMAN WAS JUST INCREDIBLY SWEATY. I FELT SO AWFUL.

RACHEL, 24, HAIRDRESSER, DUDLEY ♦



SPEECHLESS

I was interviewing bands at a music festival in France and was so excited to speak to Stromae, a Belgian musician, right before his headline set. However, I had a total mind blank and forgot his name as I was doing my piece to camera. I just about managed to muster, "Well, we're here at the Eurockéennes festival. And look who we've found - it's... it's this guy!" (Sorry, Stromae.)

PIPS, 30, TV PRESENTER, BOLTON



INTRODUCING THE NEW EAU DE TOILETTE

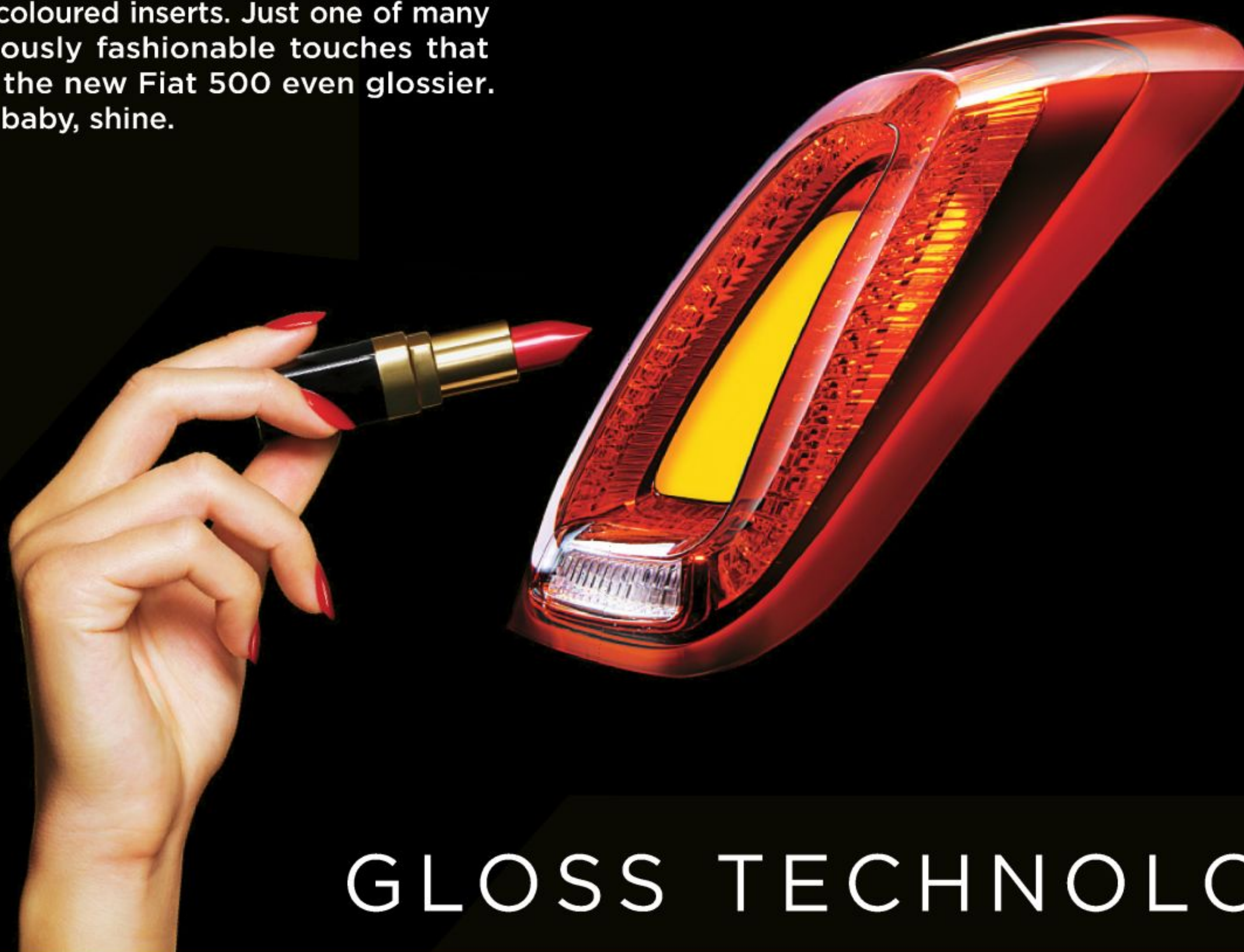
LOVE STORY

Chloé



NEW 500

Take the iconic Fiat 500. Now imagine it even more quintessentially 500. Now with red-hot halo style rear lights and body coloured inserts. Just one of many ferociously fashionable touches that make the new Fiat 500 even glossier. Shine baby, shine.



GLOSS TECHNOLOGY ICON RELOADED



fiat.co.uk

Fuel consumption figures for new Fiat 500 range in mpg (l/100km): Urban 51.4 (5.5) – 68.9 (4.1); Extra Urban 65.7 (4.3) – 94.2 (3.0); Combined 60.1 (4.7) – 83.1 (3.4). CO₂ emissions 110 – 88 g/km. Fuel consumption and CO₂ figures based on standard EU tests for comparative purposes and may not reflect real driving results.

**JAMEELA
JAMIL**
Be brave



‘We’re all fragile, aren’t we?’

Let the bullies bear their own burden while we rise above them. That way, we win, says **JAMEELA JAMIL**

The most ridiculous thing happened yesterday. I was sitting in a big meeting room in Los Angeles talking to a group of 20 people about a project I’m writing. I was a little bit nervous but also really excited that I’d been given such an amazing opportunity. The meeting room had glass walls like a fishbowl, so everyone coming in and out of the building could see in and we could see out, which was a little strange, but fine – unless someone walks in who makes your heart drop to the floor...

So it was quite a shock when mid-sentence and halfway through my presentation, my gaze fixed on a tall, attractive woman, dressed in beige, walking towards me. My focus blurred and I started talking really slowly because she looked an awful lot like one of the girls who had bullied me so badly at secondary school – the reason, 12 years later, I am still initially afraid of all women I meet. But no, it *couldn’t* be her! That would be ridiculous. How could she also be on the other side of the world, at the same agency, in the same building, on the same day, at the same time as me? No way. But the next thing I knew, she’d stopped and was waving at me through the glass, making me forget where I was, who I was and what I was doing.

All I could think was, ‘*Oh, my god!* It’s her. It’s fucking her! Why is she here? How did she find me?’

And then I jumped under the table. I’m 30, and I jumped under the table. I’m a grown, healthy, relatively successful woman, whose immediate reaction was to hide from my school bully as if I was 12 years old again. That’s so upsetting and disappointing because I have clearly not recovered >

from what she and all the other girls in her group did to me. Even now, all these years later.

She was the girl who made me feel like the biggest loser throughout my entire time at school because I was a bit different, a little fat, and didn't smoke, drink or kiss boys. They used to write 'ugly bitch' on my locker in foundation, and make fun of me every time I spoke in class. They would point at me and laugh when I was sitting alone in the lunchroom and they once even turned up unannounced at my house on a Saturday night, because they knew I would be in without plans. They told me all the fun things

'It took until my thirties to realise that it's *their* problem, not mine'

they were doing that night while I stood there in my *Aladdin* pyjamas hoping they would ask me to join them. Instead they just laughed and left.

My only friend at school told me she could only hang out with me in secret at the weekends, because if she was seen with me, she too would be ostracised and ridiculed. Having so little self-respect, I accepted that insulting offer.

Bitches. They made my time at school so unhappy and lonely that I was genuinely relieved when, at 17, I was hit by a car and broke my back, which took me out of school. It meant I didn't have to face daily rejection anymore.

It's so unacceptable to treat people like that. And yet it happens all the time. Why? It's no excuse that they were young, because I was young too and I never made anyone feel like that. In my life I have never gone out of my way to make someone feel bad

HITTING BACK

These celebs weren't afraid to stand up for themselves



TAYLOR SWIFT

Taylor wrote an open letter to Apple Music saying she would ban her music from the site unless they agreed to pay artists for songs streamed during a free three-month trial period. They did.



JENNIFER LAWRENCE

When Jennifer became one of over 100 celebrities to have their nude photos leaked by an anonymous hacker, the actress spoke out, describing it as a "sex crime".



SIENNA MILLER

Sienna revealed she had turned down a Broadway role after learning she would be paid half the salary of a male co-star. "It was a play with just two. If it was two men, it wouldn't happen," she said.



GIGI HADID

When criticised for being curvy, the model responded, saying, "I'm a hard worker who's confident in myself, one who came at a time when the fashion industry was ready for a change."

about themselves. If anything, I've spent seven years writing columns to try to help make women feel good and strong and beautiful.

And people don't necessarily stop when they become adults. I have friends who are in their thirties and are being bullied in the workplace.

What's the point? What's the need to make your problem with someone *their* problem? Who does it help? Your personal taste is not another person's responsibility to meet. You

don't have to be friends with that person, but there's no need to make their life miserable. It doesn't make you bigger or remotely better.

Bullies are often insecure and pick on others as a way of dealing with their own problems and pain. They will target someone who is weaker than them so they can feel powerful. But their behaviour often permanently scars their victim, making them anxious and self-conscious even years later when the bully isn't even in their life anymore. We are all fragile people, aren't we? We are all wrestling with our own demons and aches and pains, and don't need to carry the added weight of someone else's problems.

If you have been subjected to bullying in your life, then I am sorry. I feel those bruises. I've only just learnt how to stop walking on eggshells around women and fearing their wrath. It took until I hit my thirties to realise that it's *their* problem, not mine. I have wonderful friends who love me as much as I love them. I have my health. I have the loveliest man in my life. I love my job. I win.

So what did I do when I saw my school bully recently? When she was finally collected for her meeting, and I'd re-emerged from under the table, she waved at me again and smiled as if we were old chums. I stared blankly at her for a few moments wondering what to do. Should I give her the finger or should I rise above it and realise that she doesn't actually deserve my resentment anymore? She's nothing. She's a nobody.

She waved again, trying to prompt me for a response. So I just lifted my hand once, glanced at her for a second and then looked away. 'Just rise above it,' I told myself.

Although secretly I still wish I had given her the finger. I'm only human, after all. ♦

*Rolling in
the hay is
Aussome
Hay-like hair?
No thanks*

#FindYourAussome



There's more to life than hair but it's a good place to start



WELL, HELLO THERE.

Raleigh Ritchie

Don't be fooled by that moody mug, this *Game Of Thrones* star is a total softie

* Raleigh's debut album *You're A Man Now, Boy* is out now

HIS VITALS

Age 25

Hometown
Bristol

Big break
Landing the role of warrior Grey Worm on *Game Of Thrones* in 2012.

Crazy fact #1
His real name is Jacob Anderson. 'Raleigh Ritchie' comes from his two favourite characters in *The Royal Tenenbaums*.

Crazy fact #2
He has a skeleton tattoo from elbow to wrist on his right arm.

Brains over brawn

"Some of the guys on *Game Of Thrones* are massive, so I get a bit self-conscious. People have even tweeted me to say how skinny I am, but Grey Worm isn't meant to be a big meathead – he's quick and smart. That's how I justify it to myself."

Romance

"The last person I kissed was my girlfriend – about 10 minutes ago. I like to leave her little love notes around the house."

Working with Emilia Clarke

"She's wicked – and mad. To pass the time on the *GOT* set she invented a game: you pick the name of an animal out of a hat and everyone has to draw it within 15 seconds. Peter Dinklage gets so angry and defensive about his drawings, it's hilarious."

Stage fright

"I worry about everything and still get nervous at gigs so I crack jokes between songs to calm myself. I'm also a terrible sleeper so I watch *New Girl* with Zooey Deschanel at night. People expect it to be a *Friends* knock-off but it's weird, great and fun."

Last time I cried

"When David Bowie died it hit me harder than I thought it would. I sat in my bedroom and listened to *Moonage Daydream* and had a little cry. I never met him but he was one of my heroes and it's weird to think he's not here anymore."

Ahh,

rolling in the hay.

Cheeky? Maybe. **Wild?** Hopefully.

Aussome? Definitely.

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And get it on.

After all, **we can make your hair behave itself.**

But that doesn't mean you have to.

#FindYourAussome



There's more to life than hair but it's a good place to start



The Compass

Pointing you in the right cultural direction this month...

GAL GADOT

Never mind brooding Ben Affleck and Henry Cavill in his silly blue tights, for us the *real* star of *Batman V Superman* is Gal as Wonder Woman. Pow!



Floating our boat



UBER HELI

Fancy a helicopter to fly you home from the pub instead of a cab? It could happen: Uber has already (*ahem*) piloted the idea in Utah...

HOPPERS

Our new brunch dish of choice: a Sri Lankan bowl-shaped pancake filled with an egg at Hoppers, London. What's not to love about a meal where you can eat the bowl?



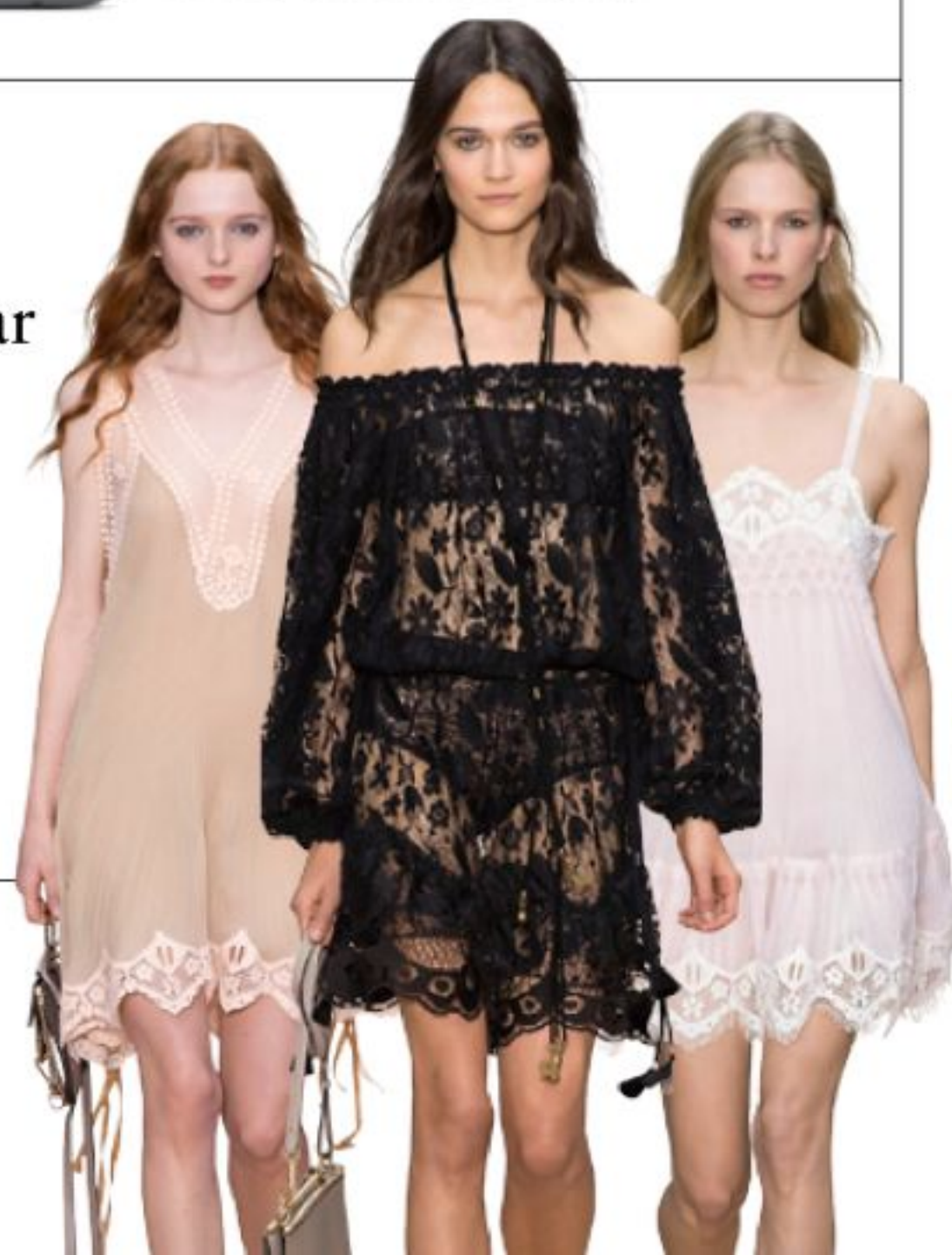
HOUSE OF CARDS

Frank Underwood is back in series four of Netflix's *House Of Cards*. Expect sex, scandal – and to have no social life for the next six months.



NIGHTIES

Lingerie as outerwear is where it's at this season. How to do it? Google 'Kate Moss slip dress 1993' and follow...



MICKEY-MOUSE DATING

New dating website Mouse Mingle makes matches based on users' favourite Disney songs. Sorry, anyone who knows the words to *A Whole New World* deserves to be alone.



CELINE BALLET PUMPS

Fashion editors worldwide invested in these £600+ babies. Luxe yet comfy, yes? Er, no. Due to the too-tight elastic, circulation stopped within an hour. Ouch.

CLIP-IN MAN BUNS

For £4.99, the (tasteless) man in your life can too have this godawful hipster hairstyle without even putting in the time and effort... Make. It. Stop.



HANGOVERS

As if we needed another excuse to drink all day, a new ibuprofen skin patch is being developed to release pain relief over 12 hours. Your round?



CHEESY SUNDAES

Why choose strawberry, vanilla or chocolate ice cream when restaurants are now offering beetroot, feta and fennel? Erm, the answer's in the question.



Sinking our ship

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Gear S2 classic



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Mind the gap

It's a full-time job trying to keep up with what everyone's watching/listening to. Here's how to blag your cultural black holes...

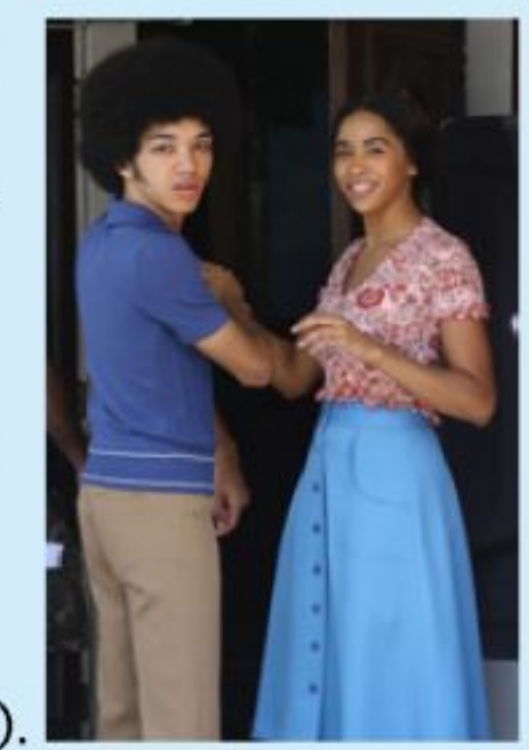
	NETFLIX SERIES	FOREIGN DRAMA	VIRAL VIDEO	PODCAST
	Making A Murderer 	Deutschland 83 	Tian Tian the snow panda 	WTF with Marc Maron 
WHAT IS IT?	10-part series following Steven Avery who was unjustly jailed for 18 years, then on his release, is accused of murder (*wipes forehead). 	Stasi spy drama set at the height of the Cold War – if you like '80s music/style, you're in for a treat. 	The video of an overexcited panda slathering himself in snow as he slides down a hill in a Washington DC zoo. We defy you not to be obsessed. 	Failed, bitter comedian bitches about his life from his garage. Then invites guests like Obama in (who sadly doesn't bitch about Putin). 
TWITTER REVIEW	"It says a lot when the fact Steven Avery doesn't own underwear ISN'T the weirdest part of the trial." 	"Productive day for Martin! Slept with Yvonne, killed a man and donated a kidney to his mum." 	"Tian Tian in the snow made me cry at breakfast." 	"He gets good guests, but I wish he'd let them speak. Should be called <i>WTF Ya Interrupting Cow</i> ." 
STYLE	Long, gritty and completely horrifying reportage: a hybrid of podcast <i>Serial</i> and HBO miniseries <i>The Jinx</i> .	Edge-of-your-seat suspense with understated humour and seriously hot men to relieve the tension. (It's subtitled, FYI.)	Pure, goofy escapism. You'll want to find a hill, some snow and a panda costume immediately.	Like eavesdropping on a private chat, Maron's droll informality makes guests to drop their guard and tell all.
COMMITMENT FACTOR	10 hours of your life (in one go). 	It's a three-episodes-Sunday-night-binge kind of vibe. 	Hours lost to this in the <i>Cosmopolitan</i> office so far: 15 and counting... 	Every car journey you do for the next year. 

UP NEXT

More sure-fire hits everyone will be talking about soon...

1 The Get Down

Moulin Rouge! and *Romeo + Juliet* director Baz Luhrmann spent 10 years developing this Netflix drama about kids in '70s New York. Stars Justice Smith and Herizen Guardiola (right).



2 Marcella

Fans of *The Bridge* rejoice: writer Hans Rosenfeldt has penned his first English drama for ITV. It stars Anna Friel, who we're hoping will inspire the same sapphic stirrings *Saga* did for us all in *The Bridge*.



3 Brooke Candy

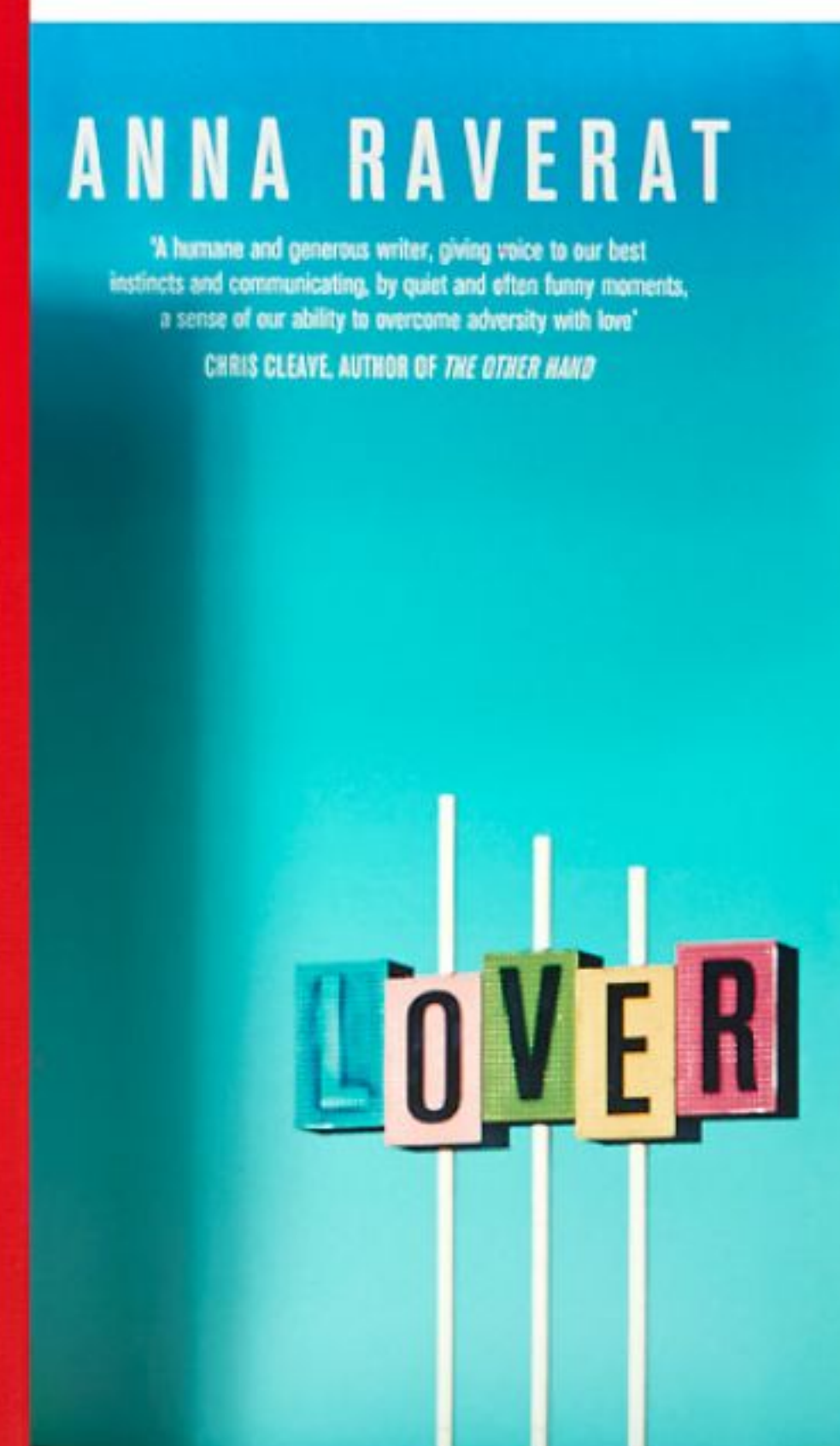
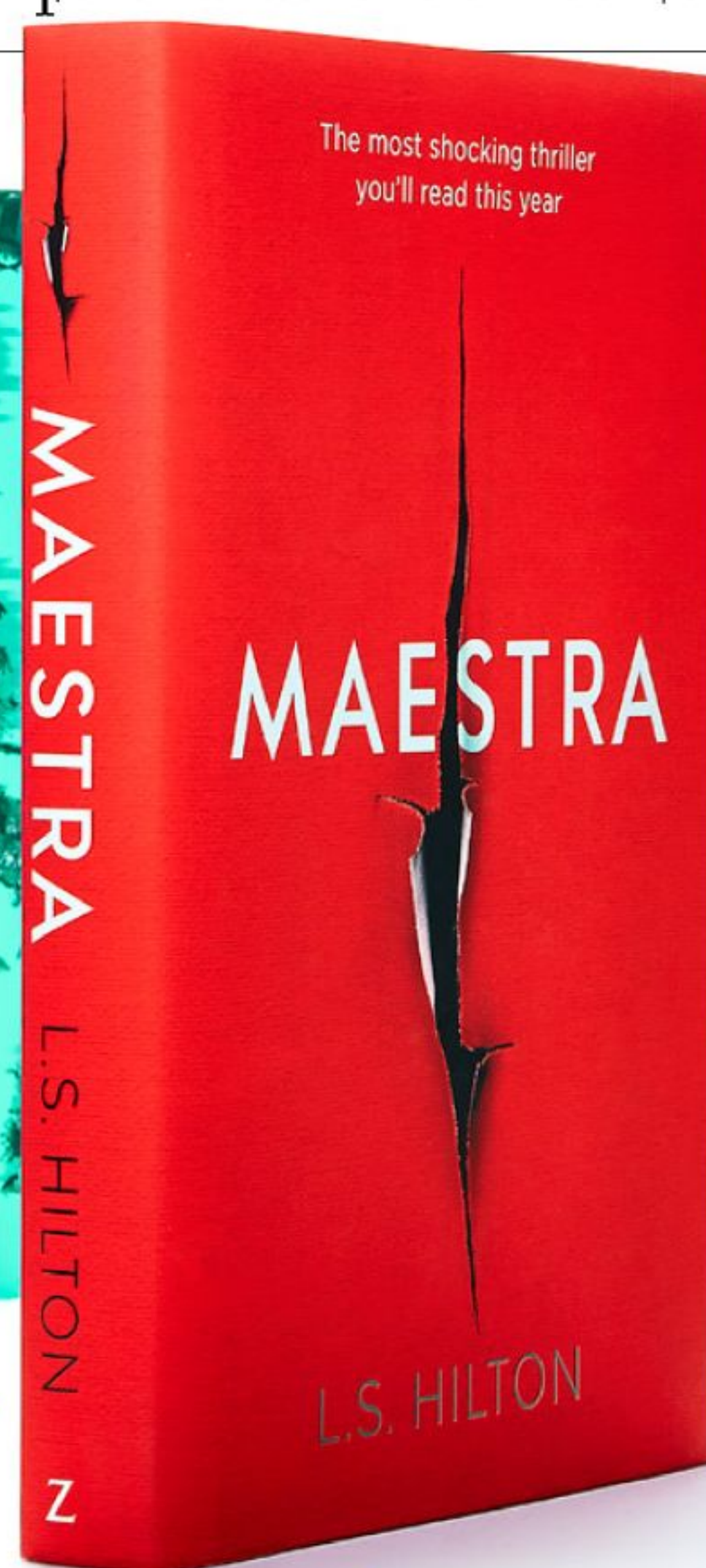
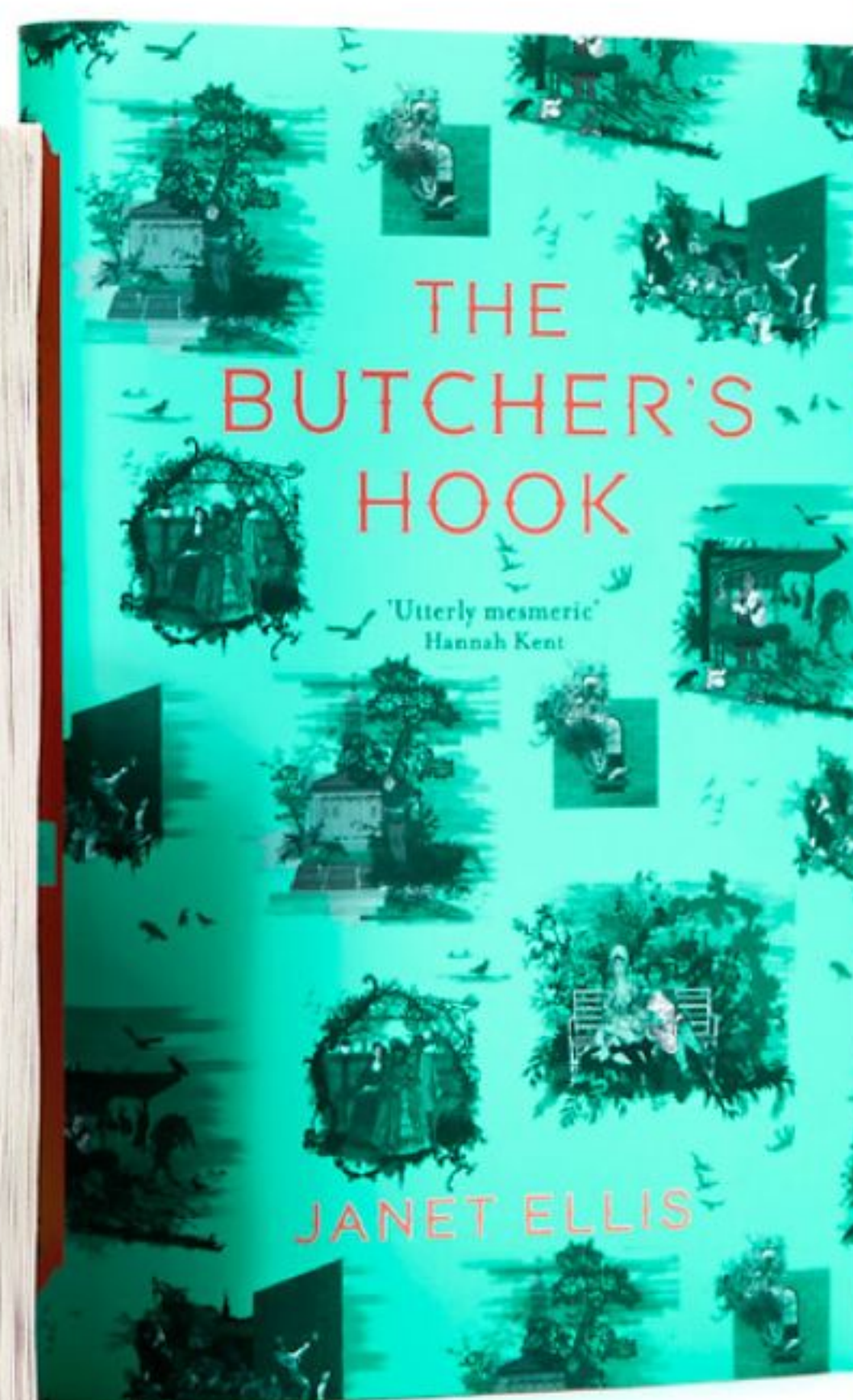
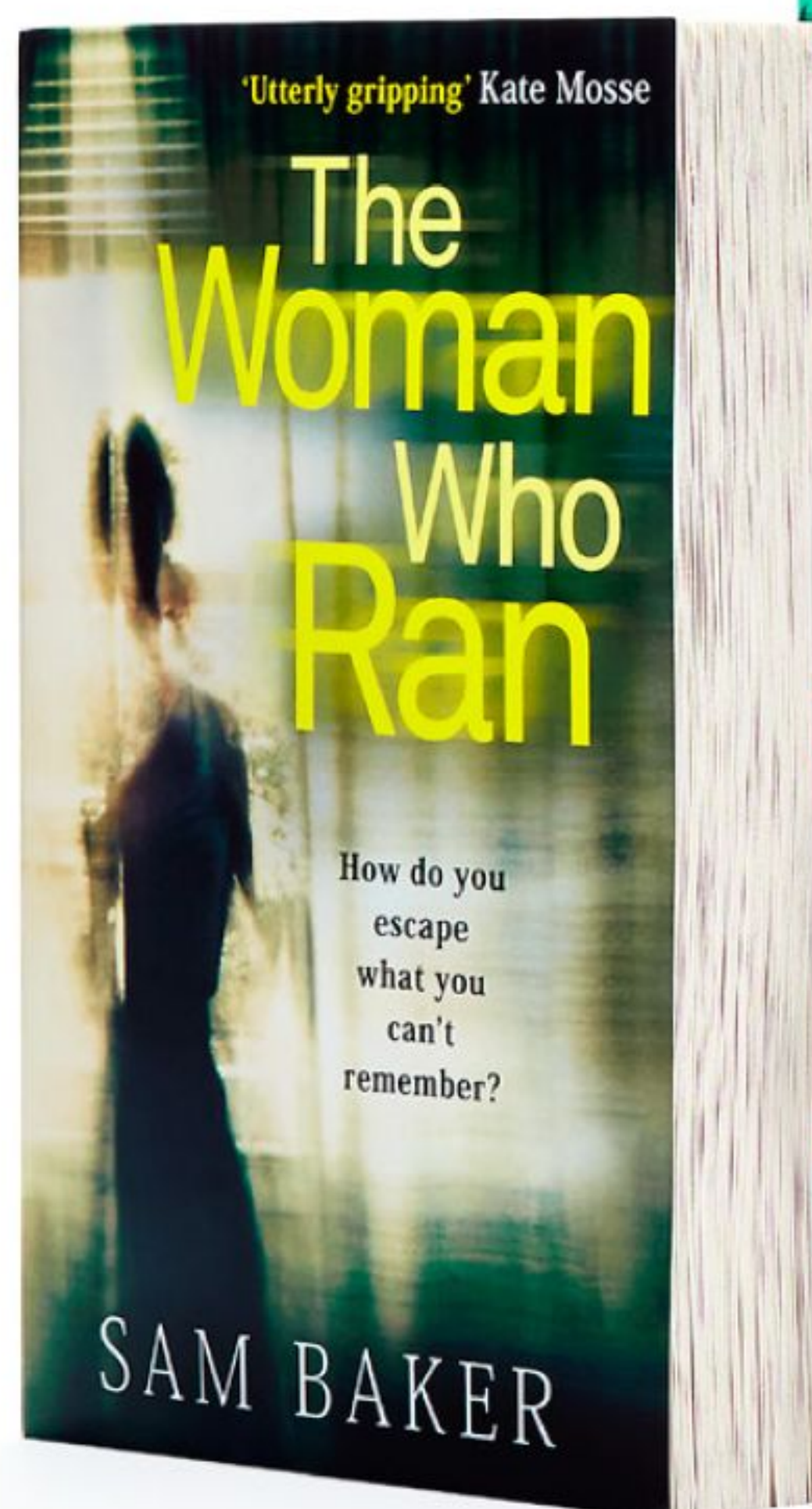
Mentored by Sia and styled by Lady Gaga's main fashion guy, Nicola Formichetti, Candy is set to be the biggest thing on the music scene. Kanye should be scared...



BY LOTTIE LUMSDEN. PHOTOGRAPHS CORBIS, GETTY IMAGES, NETFLIX, NEW YORK TIMES/REDUX/EYEVINE, PETE SOUZA/THEWHITEHOUSE/INSTAGRAM, PRESS ASSOCIATION, REX FEATURES, SPLASH NEWS

Lose yourself...

Not read anything longer than 140 characters since 2012? We've some ideas



THE PAGE-TURNER

The Woman Who Ran by Sam Baker (£5.99, Harper)

In a nutshell... When war photographer Helen Graham staggers out of her burning flat, her memory is a complete blank. How did the fire start? And rather more crucially... exactly *whose* body did she just stumble over?

You'll love it if... you liked *The Tenant Of Wildfell Hall* by Anne Brontë – which was Baker's inspiration.

Don't read it if... you're looking for something light and fluffy.

Taster quote 'Love at first sight across a diplomatic bar in a city of ruins after almost a decade of unrequited yearning. How romantic. How false.'



THE CHILLER

The Butcher's Hook by Janet Ellis (£14.99, Two Roads)

In a nutshell... Anne is suffocated by life in Georgian London – until she falls for butcher's boy Fub. She wants them to be together – society doesn't. Cue tears and histrionics – from you.

You'll love it if... you were a fan of Peter Ackroyd's *Dan Leno And The Limehouse Golem*.

Don't read it if... you like your heroines to be all sweetness and light.

Taster quote 'He holds the meat closer to me; there are tracks of bright blood on the raw flesh and it smells of iron and earth.'



THE BUZZ BOOK

Maestra by LS Hilton (£12.99, Zaffre)

In a nutshell... When Judith uncovers a forgery, the events that follow catapult her from a squalid flatshare to glittering yachts.

You'll love it if... you liked *The Talented Mr Ripley*.

Don't read it if... *Fifty Shades* made you queasy – there's a lot of sex.

Taster quote 'Hate keeps you cold, keeps you moving fast, keeps you lonely.'



THE TEAR JERKER

Lover by Anna Raverat (£12.99, Picador)

In a nutshell... Kate opens one of her husband's emails by accident and the whole tissue of lies that supported her marriage collapses. This is one of the most bittersweet, searing books about a breakup we've ever read.

You'll love it if... you liked Jenny Offill's *Dept. Of Speculation*.

Don't read it if... You've ever been cheated on – it might make uncomfortable reading.

Taster quote 'There's no such thing as a broken heart... The heart is a muscle not a vase.'



WELL...HELLO

See this guy? He's called Aziz Ansari and he's written the funniest book of the year. Here's what you're in for...

ON TECHNOLOGY

"You can't call anybody anymore. If you call someone they're like, 'What? Are you on fire? Then quit wasting my time, text me that shit.'"

ON THE INTERNET

"I spend so much time on the internet... I feel like I'm a million pages into the worst book ever, and I'm never going to stop reading."

ON LOVE

"If you've held someone you love and watched three to 10 hours of a critically acclaimed drama, you've experienced the peak of happiness."



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U

b

Jessica

Alba

Sure, Jessica Alba could have hung out in Hollywood, made a decent living as an A-list actress and be done with it. Instead she decided to start what's now a billion-dollar retail business. But how did she do it? Good news — she told us

BY MARGARET WAPPLER

means

business



"Look on my
works, ye mighty,
and despair"

Saundering through the airy Santa Monica loft that is The Honest Company's HQ, co-founder Jessica Alba stops to speak to two members of her 500-strong staff. "It should say 'Happy home' not 'Worry-free,' she says, brainstorming ideas for a proposed landing page for the company's website.

"Worry-free? Really?" she

exclaims to me later in a tone that's all Silicon Valley guru. "Now you're making me feel like I *have* to worry about my home! Don't put that in people's heads. Just show me a gorgeous, happy home."

According to the Honest gospel, 'happy' is a home free from as many toxins as possible, for which the company's products – everything from washing up liquid and nappies to, most recently, makeup and tampons – are the answer.

Later, over wine and charcuterie at a posh restaurant in wealthy LA neighbourhood Brentwood, the 34-year-old talks business like a pro. "Lead with desire," she says of Honest's recipe for success. "We never led with safer ingredients; we always led with design and desirability." It paid off. Big time. The company (she founded it in 2011 but the idea came to her in 2008 after struggling to find eco-friendly products for her daughter) stunned the world in August when the *Wall Street Journal* pegged its valuation at £1.2billion. Jessica's personal estimated value? At the time, Forbes reported it as approximately £240million (by comparison Beyoncé is worth a mere

£176million). Those who'd side-eyed the Hollywood A-lister – whose breakout role was as Max Guevera, the kick-ass lead in the hugely successful James Cameron-directed sci-fi TV series *Dark Angel* – recast her as an unexpected mogul.

But the challenges of a business can make the battles Jessica fought as, say, Storm in *Fantastic Four* seem like child's play. At the end of last year, Honest was slapped with two lawsuits, the details of which she can't discuss. Still, the company's success has given the mother of two (daughters Honor, seven, and Haven, four, with TV and film producer husband Cash Warren) the ultimate role to sink into. "I always wanted to be a big action star; to be as relevant as men," she says of her first career. "I was very aggressive

with the vision and manifesting it." Now she can jump-kick a guy, then take a seat at the head of the boardroom table.

Want in on the tycoon fast track? Here are Jessica's key tips for success.

I know what women want – men don't

Stick to your guns

"I've always been very responsible with money. I live a comfortable life and I'm very grateful, but I never live beyond my means. I think the most irresponsible thing I did was invest in a company that was going nowhere. [Honest] was nothing for three years. It kept falling apart. People kept telling me I was nuts but I pushed forward."

Find your people

"No one would help me in Hollywood. The people I knew had no idea how to put together a business plan, execute day to day or manufacture from scratch. I relied on my husband and his entrepreneurial spirit. He introduced me to my business partner [Christopher Gavigan], who built the business

model on the idea. But it took a long time. It's about surrounding yourself with the right people, those who are smarter than you. You need executors, visionaries, experts, all of it."

Know your strengths

"I'm in a man's world in business. But I know what women want – men don't. I have an advantage over them. Whenever [male colleagues] question me in meetings, I'll say, 'Go and ask your wife. This is a pointless conversation.' When we were talking about packaging, I was like, 'Are you really giving me notes on packaging for feminine care?' But I do like to include men as 30% of the time, *they* have to do the shopping. I bring them in and say, 'OK, you're in a shop. Here's the lineup. How do you feel picking that up versus *that*?'"

Listen to others

"I see things through a different lens because I'm creative. I'm an actor, and we're a little kooky. We're really emotional and touchy-feely. Cash is much more logical. I feel like I *am* logical, but I don't necessarily go there right away. He helps show me different perspectives. We really complement each other. Where he can be very black-and-white and sees things as 'it is what it is,' I'll say, 'Hey, what about this angle?' We don't spar; we just have different viewpoints depending on the circumstance."

Do talk about money

"Women don't get equal pay. There are not as many women in government positions or business positions. It's just not equal. And until there is equality, you're going to feel that, in any industry. But I was like, girls should have an equal seat at the table. Take Jennifer Lawrence. [Last year the actress expressed anger that she had been paid less than her male *American Hustle* co-stars.] I mean, she's opening films – she's the box-office draw just as much as any ▶

WHEN COFFEE MET BAILEYS

INTRODUCING THE #FLATWHITEMARTINI



for the facts drinkaware.co.uk

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guy, if not more. She should be compensated for that.

“Whenever I find a person in business or Hollywood who I can grab and pick their brains, I do. I used to be really shy. I’d worry: ‘What if they think I’m an idiot and I’m bothering them?’ But now I’m more inclined to say, ‘Hey, we should have a coffee. I want to ask you questions about that.’”

Prepare for big egos

“Some people in entertainment, they’re so famous that it’s just the So-and-So show. Well, it happens in business too – [there are] big personalities. You feel crazy just sitting across the table from them. But I’ve been marketing myself and different iterations of myself since I was 12 [when she started acting]. I learnt to understand what I’m walking into. It’s a man’s world. From an early age I wanted to be stronger than the boys. It wasn’t enough that I was as good as the girls; I looked at the boys as the standard. I was competitive with men. I think it’s because men dominated in so many ways in my life. I wanted to be the person who dictated how things were going to be and not have to answer to a man.”

Take time out

“For the most part, [Cash and I] don’t work at night. It’s important to connect and talk, even if we’re just watching a TV show or ordering a takeaway. We try to check in as much



Jessica: not exactly channelling Daria today

IMPRESSIVE...

Bow down to these other smart-as actresses making a mint in business



REESE WITHERSPOON

WORTH: £56million
She’s won a friggin’

Oscar *and* made a fortune from her production company Pacific Standard (it made *Gone Girl*) and lifestyle website Draper James.



MARY KATE AND ASHLEY OLSEN

WORTH: £210million

Proving not all child stars go the way of the Lohan, these mini magnates’ entertainment business Dualstar is worth £22m. Respect.



MELISSA GEORGE

WORTH: £3.5million

From *Home & Away* to the world’s first adhesive hem adjuster, this actress-turned-inventor made £10m in a mere 10 months.

as we can. Life is complicated, certainly when you throw children into the mix. You have to make your time a priority and communicate as much as possible. My parents have been married for 35 years. It wasn’t always the easiest thing, watching them constantly communicate; sometimes it was crazy. But at least they talked about stuff. That’s the key.”

Embrace your femininity

“Most of my life, I identified more with my masculine side. I was aggressive and super-masculine in my twenties. I got boobs when I was young, and was like, ‘What do I do?’ Even when I did *Dark Angel*, I was like [cartoon character] Daria – moody, slouching. I didn’t feel comfortable and felt angry, like an imposter. I learnt to be cool with the feminine later. When I turned 30, I thought, ‘Oh, I’m feminine, I’m this sensual person and it’s OK.’ I didn’t understand it for so long and felt it held me back. I had to shed all the negativity. I was a glass half-empty girl – now I’m a glass half-full.” ♦

MY CV

* Jessica Alba



"Taylor texted me and asked me if I wanted to do it. My kids love her and I definitely won mum points. Filming it was super-fun and fast – just me and Taylor [on set]."

2015 Launched Honest Beauty brand

2015 Taylor Swift's *Bad Blood* video (as Domino)

"My book becoming a *New York Times* bestseller was such an honour. I was thrilled because everyone is different and I'm glad people found something that helped them and spoke to their lives."

2013 Nancy in *Sin City: A Dame To Kill For*

2013 Publishes book *The Honest Life*

"It was awesome reuniting with Mickey Rourke and Bruce Willis after eight years. I love them. They're both great actors and it was fun to return to that role."

2011 Founds The Honest Company

"This was the most fun role I've ever played. Robert De Niro is the greatest. Full stop."

2010 Andi Garcia in *Little Fockers* [with Robert De Niro]

2010 Morley Clarkson in *Valentine's Day* [with Ashton Kutcher]

"Launching took relentless drive, blind faith and courage. Starting a company is not easy, especially when you're doing something outside your field of expertise. There were too many hard moments to choose one – I faced a lot of rejection and there were times when I felt it wasn't going to happen, but I believed in the mission so I couldn't give up."

"I've known Ashton since I was 20. He dated one of my co-stars in *Dark Angel*. It's always fun to work with people you know."

2007 Sam Lockwood in *Awake*

2005 Sue Storm in *Fantastic Four*

2005 Nancy Callahan in *Sin City*

"It was such a whirlwind and I was so young, I didn't realise what was happening until later! It was my first time in heels."

2003 Honey Daniels in *Honey*

2000 Nominated for a Golden Globe for Best Actress in a Television Series: Drama (*Dark Angel*)

"I lived in New York for three months during filming. I thought it was the greatest city in the world (I still do). It was the most global place I'd ever been and different from anything I'd known."

"This role taught me discipline, and it made me globally known. The things I learnt from that set I still use today. It was the first time I started getting recognised on the street."

2000-2002 Max Guevera in *Dark Angel* (TV series)

1994 Gail in *Camp Nowhere*

1994 Jessica in *The Secret World of Alex Mack* (TV series)

"I was 12 when I shot this. It was exciting – and for the first time I felt I belonged and was part of a community."

* Education

1997 Atlantic Theatre Company, Vermont
"I did a six-week intensive programme here over one summer. I was the youngest person there. I had to learn a totally different kind of resilience."

EARLY '90s On-set tutoring, University of Nebraska
"I was [mostly] tutored on set. As a child I spent lots of time in hospital [she had chronic asthma]. My mum kept my spirits up and I really developed my imagination." ♦

PHOTOGRAPHED BY TESH. ADDITIONAL PHOTOGRAPHS GETTY, REX. FASHION EDITOR JAMES WORTHINGTON DEMOLET. HAIR CHRIS MCMILLAN FOR LIVING PROOF AT SOLO ARTISTS. MAKEUP LAUREN ANDERSEN AT THE WALL GROUP. NAILS STEPHANIE STONE FOR THE SYSTEM BY FORMULA X AT NAILING HOLLYWOOD. PROP STYLIST ABRAHAM LATHAM/ART DEPARTMENT. TAKEN AT FIRST SHOT PRODUCTIONS. JESSICA WEARS: FIRST SPREAD: DRESS, ALEXANDRE VAUTHIER; RINGS, MARIE-HELENE DE TAILLAC; EARRINGS, JESSICA'S OWN. SECOND SPREAD: TOP; SHORTS, BOTH 3.1 PHILLIP LIM. EARRINGS; BRACELET; RINGS; ALL JENNIFER FISHER. THIRD SPREAD: DRESS, ALICE AND OLIVIA BY STACEY BENDET. RIGHT CUFF, JENNIFER FISHER. RINGS, TILDA BIEHN; EFFY JEWELRY; MELINDA MARIA. THIS PAGE: BLAZER, BANANA REPUBLIC. BIKINI TOP, THAPELO PARIS; EARRINGS, JESSICA'S OWN. NECKLACE, EF COLLECTION

JIMMY CHOO

THE ORIGINAL FRAGRANCE



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MEET OUR FAMILY OF SKIN-LOVING FORMULAS, CREATED WITH EXCEPTIONAL PURITY IN MIND.

Reveal your most flawless-looking skin with bareSkin[®] Foundation, our ultra-thin, silky fluid mineral foundation and brightening serum in one. Cover the appearance of imperfections and dark circles with NEW bareSkin Concealer, our modern, weightless serum concealer. Finish with bareSkin Perfecting Veil to absorb excess oil and balance skin texture.

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**The NPD Group, Face Applicators. Value and Unit sales for twelve months ending 30th June 2015.

**110 Good Housekeeping readers tested bareSkin[®] Pure Brightening Serum Foundation in June 2014.

†One sample per customer. Subject to availability while stocks last. Offer ends 30.04.16. © & © Bare Escentuals Beauty, Inc. All rights reserved.

GEOX 

#STARTBREATHING

NEBULATM

Wear

IT'S WHAT'S ON THE OUTSIDE THAT COUNTS

BABE



HELL
YES!

HELL
NO!



SUPER
STAR

Calvin Klein

Calvin Klein

STICK'EM UP!

This season, if you want a little designer action in your life without breaking the bank, we have one word: stickers. These colourful, cushioned beauties (by super stylist Charlotte Stockdale and accessories supremo Anya Hindmarch) had us shouting, "Hell, yeah!" from our desks before promptly customising every flat surface we could get our hands on.

From £35, Anya Hindmarch Sticker Shop



£62, Topshop



£40, Asos



£25, Simply Be



£165, Russell & Bromley



£60 KG by Kurt Geiger



£68, Office



£225, Russell & Bromley



£260, Phio Myo at KK Studio



£24.99, H&M



£62, Topshop



£215, Russell & Bromley



£100, KG by Kurt Geiger



£65, Next

THE MIDI-BLOCK HEEL

Get used to the ladylike comfortable heel that embodies style and sophistication.

SENIOR FASHION EDITOR
SAIREY STEMPEL selects
the hottest new-season
shoes that combine
comfort with style

Spring shoe edit

THE EDIT

TIP!

If you're often on your feet all day, a slightly raised heel (we're talking a mid-block heel around 2-3cm high) can feel more comfortable than a regular flat. Basic flats simply aren't great for pounding the pavements, whereas a bit of a heel offers more support to your instep. >



£425, Marc by Marc Jacobs at Very Exclusive



£403, Chanel



£79, Jones Bootmaker



£25, Asos



£595, Charlotte Olympia at Monnier Frères



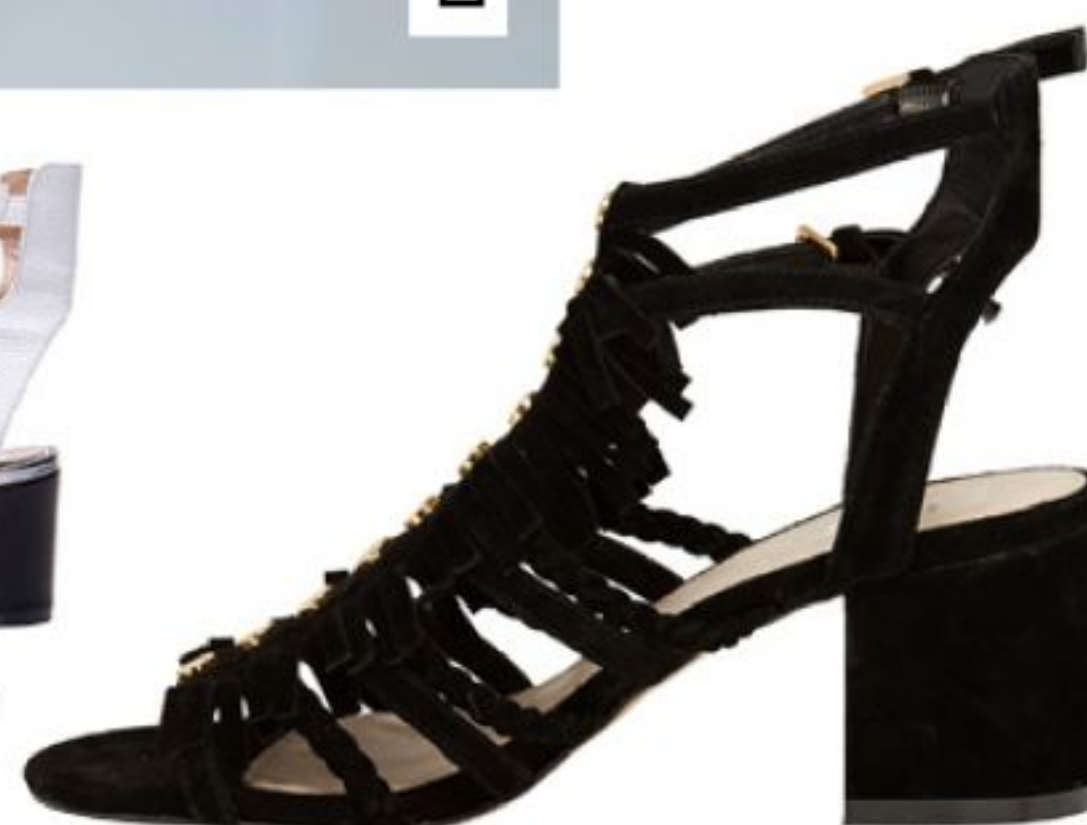
£75, Dune



£410, McQ at Very Exclusive



£370, Chelsea Paris



£55, Nine by Savannah Miller at Debenhams



£149, Hobbs >

DIOR S/S16



Philips Lumea. Continuously hair-free skin with no regrowth.*

Philips Lumea uses Intense Pulsed Light technology (IPL) to fight hair regrowth.

Each treatment with Philips Lumea applies gentle pulses of light to the hair follicle beneath the skin, sending the hair to sleep and preventing regrowth. With regular top ups, Philips Lumea will keep your skin beautifully hair free and touchably smooth.

Philips Lumea. As chosen by more than a million women.

innovation ✨ you



*After 4-5 treatments when used as directed

Find out why more than a million women have already chosen Lumea
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let's feel good

Subject to availability. See www.boots.com/ordertodaycollecttomorrow for full terms & conditions about the Order & Collect service. Monday to Saturday. Geographical exclusions apply.

THE SLIP-ON TRAINER

Welcome to the easy-access trainer. Stolen from the skateboarders, these slip-ons feel so right they're (almost) wrong.

£175, Russell & Bromley



£275, Coach



£129, Ash



£59, Hotter



£46.99, Toms



£49, Boden



£28, Simply Be



£159, Ash

£19.99, New Look



£235, Minna Parikka

£19.99, Stradivarius >



£25, Asos



COACH S/S16



£75, Dune



£43, Keds



£52, Vans



£145, Russell & Bromley

TIP!

To avoid blisters, try rubbing clear deodorant around the heel and inside of your shoe. This will prevent them from forming – trust us, we've been there!

THE SPRING LOAFER

The classic loafer is here to stay – embrace spring's key shades from powder blue to sparkling silver.



£75, Dune



£18, F&F



£149, Hobbs



£26, Even&Odd at Zalando



£145, Karen Millen



£175, Russell & Bromley



£75, Dune



£79, Dune



£89, Kurt Geiger



£79, Jones Bootmaker



£45, Kiomi at Zalando



£305, Church's



VICTORIA BECKHAM S/S16



£149, Pretty Loafers



£62, Office



£40, Tamaris at Zalando



£110, Dune



£59.95, Massimo Dutti



£270, Dorateymur



£290, Harvey Nichols



£14.99, Shoe Zone ♦

TIP!

Invest in a shoe tree. These will help maintain the shape of your loafers, push out the creases and absorb any moisture from the lining. Result: guaranteed long-term usage, and a new, organised, totally-handling-life-right-now you.



Aveeno
ACTIVE NATURALS®

Naturally Beautiful Results

RECOMMENDED BY
9 OUT OF 10
WOMEN*

It's a simple equation. Healthy skin equals beautiful skin.

Here is a little healthy advice: eat well, live well & take care of you, right down to your skin. Containing naturally active oatmeal, AVEENO® Daily Moisturising Lotion is clinically proven to lock in moisture and improve the condition of dry skin from **day 1**, for a difference you can feel day after day. Simply beautiful.

*AVEENO® Daily Moisturising Lotion. Beaut.ie product trial Sept 2013, 91 Irish women
UK/AV/16-6408





CREATE YOUR LOOK

instead of just
finishing it



NEW SHAPE MY STYLE CREATION HAIRSPRAYS

For a workable hold. Frizz resistant and ultra-brushable.

UK's no.1 Styling Brand*

HEY, HOW DO I WEAR...

wide-leg culottes?

If your legs are looking for some ventilation after five years in skinny jeans, let us talk you through their roomy replacement

1 THE RULES

When wearing WLC (as they shall henceforth be called), it's all about where the hem hits – namely midway between your knee and ankle. Wide is good but there are limits. How wide is too wide? If you feel like you're about to take flight, you've gone too far.

2 BE DARING

Go for heels that show as much flesh as possible to give the illusion of length. Sandals are good. Mukluk boots? Not so good.

3 DRESS UP

WLC are never going to score any points in the sex-appeal department, which is why you can afford to show a little flesh up above. Cropped tops, slinky tees, a snug merino knit – these all work.

4 GET WAISTED

High-waisted WLC are what you're after as they give shape and length to your silhouette. Below-the-waist WLC? Only if the Backstreet Boys are your style inspiration.

5 MATERIAL MATTERS

The flared silhouette is dramatic, which is why a fluid, gentle fabric that collapses back into the body (silk, crêpe de chine, rayon) is best for WLC first-timers.

Turn the page
for more culotte
styling tips



Gwyneth Paltrow



Pernille Teisbaek



Suki Waterhouse



* DENIM

For that 'I just stepped off a St Tropez super-yacht' feel, may we present the white denim culotte...

Top, £95, Guess Jeans. Trousers, £40, Urban Outfitters. Shoes, £50, Superga. Sunglasses, £140, Michael Kors. Bag, £159, Ted Baker. Earrings, £68, Maria Black

* LEATHER

Rivalling the statement leather jacket, we bring you the leather culotte. Loose enough to be comfy but structured enough to be stylish. Style them up with this season's block heel.

Top, £119, Baum Und Pferdgarten. Trousers, £28, Missguided. Shoes, £49, Topshop. Scarf, £8, Very. Belt, £6.99, New Look. Earrings, £36, Kelly Hoppen at QVC



PSST...
TO PREVENT CREASES,
HANG YOUR LEATHER
CULOTTES ON A
HANGER WITH
FOAM CLIPS



* SILK

Not only are silk culottes as comfy as your PJs, they also scream understated glamour. Go a size up to perfect the 'I just got out of bed' effect. Trust us, this is a good look.

Coat, £90, Karizma at SilkFred. Top, £165, Winser London. Trousers, £45, Warehouse. Shoes, £79, Dune. Bag, £595, Aspal of London. Lipstick, £7.99, Marilyn Collection at Max Factor ♦



Beauty-full Volume

NEW

REVERSE SYSTEM FOR
2X VOLUME, 2X SMOOTHNESS*

STEP 1
CONDITION
to soften



STEP 2
SHAMPOO
to wash
away weight



*My volume never
felt this good*

TRESemmé
USED BY PROFESSIONALS

*Vs. unclear hair and non-conditioning shampoo

PROFESSIONAL · AT YOUR FINGERTIPS

POWER

Vibrant, graphic and strong: this season,
let your stripes do the talking

* * *

FASHION Sairey Stemp PHOTOGRAPHS Tony Kelly



INKS



THE BUTTON-UP ONE-PIECE

Can air-hostess stripes *actually* look sexy? Why, yes they can when fashioned in this tailored three-quarter-length shirtdress. Unbutton high or low on the thigh – the choice is yours.

Dress, £165, Iris & Ink.
Shoes, £410, Paula
Cademartori, Sunglasses,
£230, Andy Wolf >

THE BRIGHT BRETON

On the lookout for a smart spring sweater? Cooler days demand a light pullover that packs a stylish punch. Bright berry tones are fused with citrus orange in this luxe cashmere top.

Jumper, £395, Claudia Schiffer for TSE Cashmere





**Jet blast of departing and arriving aircraft
can cause severe physical harm resulting in
extreme bodily harm and/or death**

THE RELAXED PALAZZO PANTS

Wide-leg palazzo trousers exude style and sophistication. Pair with a delicate frilled peplum vest top – and some serious ‘manspreading’.

Top, £240; trousers, £320, both Elizabeth And James. Shoes, £565, Rupert Sanderson. Sunglasses, £255, Kirk Originals >





THE MULTI- STRIPE CO-ORD

The co-ordinating two-piece isn't just for Hillary Clinton, you know. Keep it cropped in all the right places (stomach and legs) and you're good to go.

Top, £12.99; trousers, £17.99, both New Look. Shoes, £49, Topshop. Sunglasses, £125, Dolce & Gabbana. Bag, £99, Radley

THE STRIPED PARTY FROCK

A pop of bubble-gum pink grabs the attention, doesn't it? Formed in strips of white and electric pink, it's a party dress that's sure to turn heads. Adding a statement heel is a must.

Dress, £30, Boohoo. Shoes, £55, Schuh. Sunglasses, £165, Marc Jacobs >





THE COLD SHOULDER

When temperatures climb, it's time to show a little more shoulder, and expose that erogenous zone in style. In this case, a baby blue candy-striped Bardot top exposes just the right amount of sun-kissed skin.

Top, £90, Finders Keepers. Sunglasses, £183, Westward Leaning

A full-page photograph of a woman with long, wavy blonde hair, seen from behind. She is wearing a short, form-fitting dress with horizontal stripes in shades of gold, yellow, and purple. Her arms are raised high in the air, and her hands are open. She is standing behind a green chain-link fence topped with several strands of barbed wire. In the background, a large white airplane is visible on a tarmac under a bright blue sky with scattered white clouds.

THE KNOCKOUT DRESS

Stand and deliver. A special event requires a drop-dead dress that outshines all others. All hail this striped shantung silk shift with the most flamboyant frill.

Dress, £110, Oasis >

THE KICK-ASS CULOTTES

Go on, be a show-off. A pair of neat, stiff silk culottes are the perfect smart day trouser. Ideal for work (just add a navy blazer) or play (a cheeky cropped top).

Top, £15, Boohoo.

Trousers, £160, Essentiel.

Shoes, £220, Kurt Geiger.

Bag, £925, MCM



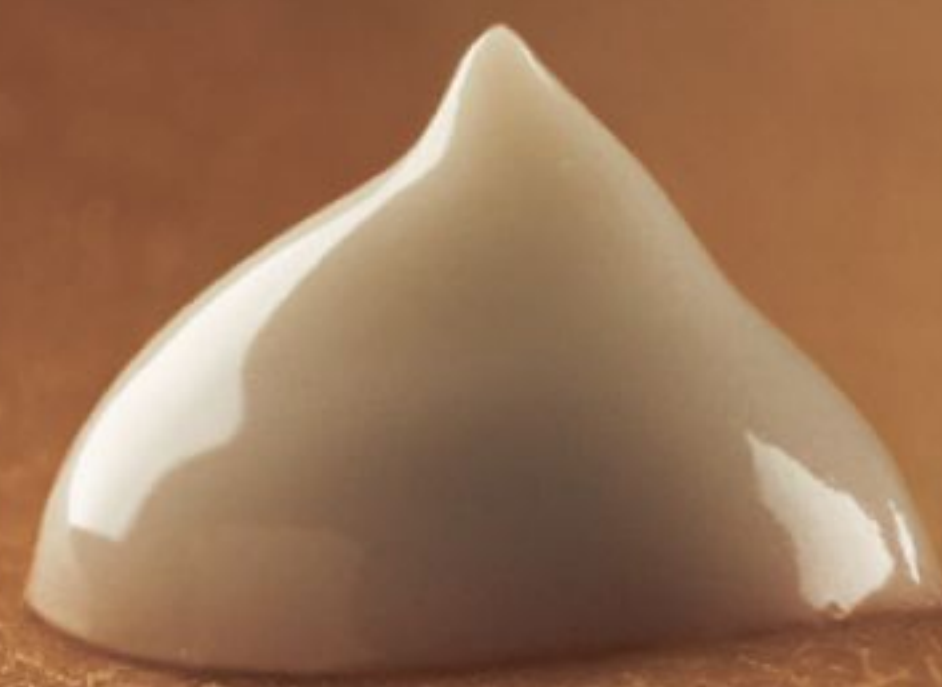


BEAUTY TIP

Keep makeup clean and simple in the heat: gently define lips with **Laura Mercier Baby Lips Lip Pencil** in Chestnut, £18.50 and **Liquid Lip Colour** in Vermillion Red, £22.50. Add a finishing touch to velvety-smooth skin with **Laura Mercier Bonne Mine Stick Face Colour** in Coral Glow, £26.

Hair, makeup and nails
Stacy Skinner at Grid Agency, using Amika, Laura Mercier and Cotê. **Model** Sydney Roper at Photogenics, Los Angeles. **Fashion Assistant** Natasha Miles. Shot on location at the Sonesta Maho Beach Resort and Ocean Point, on St Maarten. Visit Sonesta.com

Prescription skincare without the prescription



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A unique formula that's helped millions manage their dry and eczema-prone skin, proving so popular that 96% of people would recommend it to a friend¹. And now it's available without prescription from major retailers as well as pharmacies. So you can easily get the same high quality care for your skin, without a visit to the doctors.

www.cetraben.co.uk

As close to your skin as you are.



¹Cetraben Cream patient preference study, Sept 2013

Always read the label

Glories

YOUR NO-BS GUIDE TO ALL THINGS BEAUTY



R.I.P. THE MAKEUP COMPACT

We are gathered here today to remember our dearly departed compacts, bottles and tubes – replaced so expediently by pencils and crayons. In April, Clinique will extend this trend to foundation, with the arrival of its first Chubby Foundation Stick, £22.50 – a creamy base that stays put for up to eight hours – while our beauty comrades the Koreans have already introduced cleansing sticks to their zany, well-stocked beauty halls. When there's a bad-hair-day fix in a stick, we'll rest in peace.

Yes, we're all hooked on our beauty treatments of choice, but you know what? Taking a little time out from these can make them work even better...

Give yourself a break

Hair extensions

Since extensions are so close to the scalp, it's hard to cleanse it thoroughly. This causes build-up and lack of follicle stimulation (hindering healthy hair growth). Also, the added weight can lead to thinning and breakage.

► **WHEN TO TAKE A BREAK**

Every two or three applications (more often with fine hair, less if it's coarser), and stay natural for a week in-between, advises

Lisa Richards of New York extensions salon RPZL.

► **DURING THE BREAK**

Get a trim! Blitzing splits is easier without extensions. Shampoo every other day (massage that scalp!), and use oil-based masks (eg, **Garnier Ultimate Blends 1 Minute Treatment, £4.49**), which can loosen the glue when extensions are in. Nice.



Eyelash extensions

Even careful application can lead to brittle or sparse lashes. Blame the weight of faux hairs plus heavy-duty adhesives that fuse semi-permanent extensions for a month.

► WHEN TO TAKE A BREAK

Every three applications, take a month off (about as long as your lash growth cycle), says Courtney Casgraux of LA salon GBY Beauty.

► DURING THE BREAK

Use a strengthening serum.

RapidLash, £37, nourishes lashes and prevents breakage with peptides. Going out? Layer a fibre-packed primer (try **Lancôme Cils Booster XL**, £22) under mascara for a lush look.



Gel manis

The gel isn't the problem; it's the removal process (even if done by a pro). It lifts layers, weakening nails, says Sally Hansen's Madeline Poole.

► WHEN TO TAKE A BREAK

After three gel manis, take two weeks out, suggests Madeline.

► DURING THE BREAK

Use a strengthening treatment such as **Barry M**

Super Mani 7 In 1, £4, which infuses nails with its natural base of keratin, as well as other nail-nourishing ingredients.



Makeup

Go to bed bare-faced (ie, when your body is in skin-repair mode), advises dermatologist Meghan O'Brien. But taking a day off from makeup altogether gives you time to use masks or peels to speed up cell turnover, revealing a fresher face.

► WHEN TO TAKE A BREAK

Once a week, for at least four hours. That way, skin reaps the treatment benefits without interference.

► DURING THE BREAK

Cleanse with a power brush to ensure your pores are clean and free of dead skin. Try the **Foreo Luna**, £145 (silicone brushes are more hygienic than nylon). Then alternate between a peel (eg, **Bakel Pure Peel**, £58) and a mask (try **Glamglow Thirstymud Hydrating Treatment**, £49.99) every other week.



HOW LONG SHOULD IT LAST?

(How to extend your professional pamper until payday)

SPRAY TAN

Should last Five to seven days, says tanning expert James Harknett. "Olive skin will hold the colour longer," he adds. "Paler tanners need to up the moisturisation."

Extend it Before exercising, sprinkle baby powder over sweaty areas: your boobs, under your arms, even in your trainer socks.

LASH & BROW TINT

Should last Two to three weeks, according to the founder of Blink Brow Bar, Vanita Parti. "But this does depend on the quality and shade of the tint used."

Extend it Use a gentle cleanser that doesn't contain colour-stripping salicylic acid (great for spots, not for tints).

LASER HAIR REMOVAL

Should last Regrowth depends on hair, skin type, etc, but significant hair reduction takes up to eight sessions, over a year to 18 months, says Dr Robin Stones of Courthouse Clinics.

Extend it If your budget allows, an at-home device will help to maintain small areas of regrowth. ♦

The beauty of

Growing up, journalist **ATEH JEWEL** felt ignored by the cosmetics industry. But with our ideas – and icons – of beauty now more inclusive than ever, things are finally changing

As a child in the 80s, I remember watching *Miss World* on TV for the first time. As a parade of sculptured bodies floated down the catwalk, I suddenly started yelling at the top of my voice, running to the kitchen where my mum was cooking dinner: “Muuuummm, there’s a black lady on TV – IT’S MISS TRINIDAD AND TOBAGO!” Finally there was someone on screen who looked a bit more like me and my mum (and nothing like Crystal Carrington from *Dynasty*, the glossy-haired epitome of the ‘loadsamoney’ age of glam). It was such a rare and exciting sight to see a black woman who wasn’t presented as some kind of beautiful animal – an ‘ebony panther’ or a high priestess of voodoo, as seen in supermodel Iman’s seductive Tia Maria ads.

Changing times

Cut to almost 30 years later, and I’m driving my four-year-old twin daughters to a birthday party. One looks out of the car window and says, “Look, mummy, there’s a poster of a lady with Nutella skin, just like you. And there’s another one...” There was no hysteria or excitement

in her voice, just a matter-of-fact observation that warmed my heart. Never before have so many women with deeper skin tones been celebrated and catered for. A revolution is in swing.

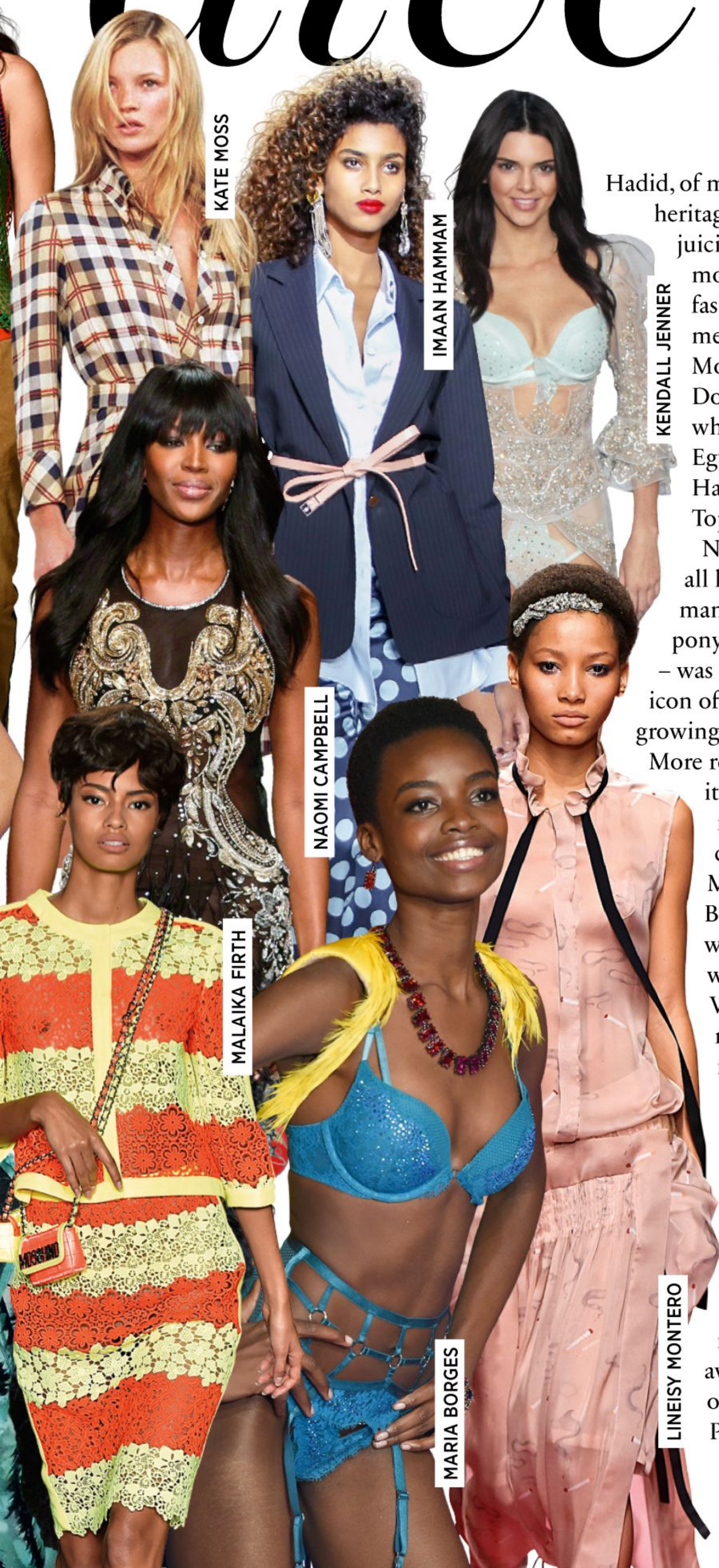
The new guard

Take a look at the billboards around you, the adverts plastered on buses. It’s clear that big beauty brands are finally realising there is serious money to be made from the ethnic consumer. After all, according to census reports in 2011, 20% of people England and Wales identified with an ethnic group other than white-British, compared to 13% in 2001 (that’s about 11 million people, up from 7 million).

This cultural shift is apparent when you look at the new guard of models too. The ’90s gave us Amazonian blonde bombshell Claudia Schiffer and ‘heroin-chic’ Kate Moss. Today Gigi and Bella



diversity



Hadid, of mixed Middle Eastern heritage, are bagging the juiciest campaigns. The most booked model last fashion month, meanwhile, was Lineisy Montero from the Dominican Republic, while Moroccan-Egyptian Imaan Hammam opened the Topshop Unique show. Naomi Campbell –

all horse's mane ponytail – was an icon of mine growing up. More recently

it was model-du-jour Maria Borges who made me gasp when she rocked the Victoria's Secret runway with her natural-textured hair – her TWA (teeny weeny Afro), as she calls it. Seeing natural Afro hair presented as chic and beautiful – not just a '70s-throwback reference – was awe-inspiring. And over the past year Prada, Celine,

Burberry and Marc Jacobs have all used models with natural black hair on the catwalk.

Act naturally

I've recently gone natural with my own hair, eschewing chemical straightening and embracing my natural texture. I think lots of women con themselves into thinking that relaxed hair is easier to manage. But, for me, there's nothing simpler than a natural wash-and-go hairstyle.

The fear of not being socially accepted, and not fitting into perceived notions of beauty, is why I religiously straightened my hair for years. Since having my daughters – who are mixed, with two different types of textured hair – I vowed to learn how to nourish and care for their hair. I didn't

'I didn't want my girls thinking their coily hair was a problem'

want them growing up like I did, feeling my coily locks were a 'problem.' Through helping my girls to love their natural hair, I grew to question what was so wrong with mine. But it was seeing celebrities such as Viola Davis with natural hair on the red carpet at the Golden Globes and Oscars that gave me permission to finally see my hair not as shameful, but glamorous and fabulous.

Ten or 15 years ago, shampoos, conditioners and leave-in treatments for Afro hair were practically non-existent. Even with relaxed, chemically straightened hair – which I and many of my friends had – we >

were still often refused at many high-end salons, as they just didn't have stylists trained to 'deal' with hair like ours. Thankfully, things have changed enormously. I don't have to schlep across town to specialist stores anymore, and can have my coily hair seen to in luxurious spaces such as London's Aveda Institute Salon & Spa, where the stylists have specialist training for textured hair. When I want to get my Beyoncé on and have a bit of a hair whip, I head to Show Dry in London's Westbourne Grove. They didn't blink when presented with a full head of thick coils that have frequently left other stylists flummoxed.

Good for business

Big strides have also been made in the cosmetics industry. As a teenager, walking through beauty halls and seeing nothing for my skin tone and no images that looked like me, didn't exactly boost my self-esteem. I remember feeling so frustrated by not being able to get a foundation dark enough or pigments deep and strong enough to show up on my skin.

Only now in my thirties is this beginning to feel within my reach, even if there is still work to be done. Major players such as Estée Lauder, YSL, Lancôme, Clinique, Tom Ford, Bobbi Brown and Mac

HERO PRODUCTS



Mac Matchmaster Shade Intelligence Compact, £29.50



Aveda Damage Remedy Shampoo, £19.50



I-divine Eyeshadow Palette in Sunset, £7.99

are catering for darker skin tones in a way that's never happened before. The likes of Lupita Nyong'o, Eva Mendes and Joan Smalls are now fronting big beauty campaigns, and representing a huge array of diverse beauty.

Estée Lauder UK & Ireland president Chris Good says, "The UK is a region of 'super-diversity' – not just in terms of the resident population but also visiting consumers. We place a high priority on ensuring the most culturally relevant service."

Meanwhile, Clinique now offers 21 foundation shades with its Beyond Foundation + Concealer, and Bobbi Brown's Skin Foundation Stick comes in 24 shades. Mac – always a beacon of light to me for its diverse range of shades – is at last available across the country, not just in London's Harvey Nichols (where I spent my teenage years skulking around the beauty counter, playing with its densely pigmented eyeshadows). Sadly, the high street is lagging behind luxury brands in these areas, although Sleek, Smashbox and No.7 are making huge steps.

By the time my girls are teenagers it'll seem like a bizarre joke that their mum had so little beauty choice growing up. And instead of noticing a model with 'Nutella skin', they will be colour-blind. They'll just think, 'There goes another beautiful model and beauty campaign?' And that's exactly the way it should be.

'Major industry players are now catering for darker skins'

Still a long way to go...

Lasers



99% of hair-removal lasers are not safe if you're medium brown to black (that's V or VI on the Fitzpatrick scale). Not fair.

TRY THIS

"Seek out the one professional laser suited to dark skin: the Gentlemax Pro by Syneron Candela," says Dr Tapan Patel of London's Phi Clinic.

Acid peels



Powerful acid peels tackle pigmentation and wrinkles but, in black skin, also increase the risk of hyperpigmentation. Bummer.

TRY THIS

"Low-dose gentle mandelic, salicylic and lactic acid are safe for tackling ashiness and acne, if applied with caution by a reputable pro," says clinical facialist Kate Kerr.

Blow-dries



Those 45-minute 'power-blow-dries'? Not gonna happen for those with ethnic textured hair.

TRY THIS

"Ask your stylist to apply a smoothing or curling balm before blow-drying and use a bristle brush as they dry; they'll speed up the process," says Show Dry stylist Maxx. ♦



Official haircare partner of:

BRITAIN'S NEXT
top model

Good models have
the look...



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*Visible flakes seen at 2ft with regular use

INGE HAS ISSUES



Cosmopolitan's Beauty Director **INGEBORG VAN LOTRINGEN** gets some things off her chest

We need to talk about...

The new 'big' hair

'Soft, smooth and natural' is how UK women want their volume now, so hair giant Tresemmé tells me. As part of the 23% of females grappling with fine, flat hair, I beg to differ: I want serious guts to make my hair bigger, thank you. So **Tresemme Beauty-Full Volume Mousse**, £5.50, boasting 'flexible bonds that smooth hair' sounded like the last thing I wanted to try – until I did. It manages to leave hair glossy, sleek *and* noticeably fuller, despite its limp-sounding credentials. For added oomph, I layer thickening spray under it, then blow-dry (a trick I learnt from Charles Worthington ambassador and styling legend Ken O'Rourke). Red-carpet hair is mine (and yours) for a snip now.



Make waves like Amy Adams (top) and Lily James



TREND ALERT!

THE ECO FACTOR

Thinking green is big business these days, with several beauty multinational CEOs telling me that millennials won't buy products unless companies prove they care about the planet. The result? Eco-friendly beauty initiatives everywhere. Here are the ones I rate.

Dior Capture Totale Multi-Perfection Cream, £127

These chic pots are refillable – a bit of a revolution in prestige skincare.



Dove Compressed

Deodorant, £2.99 Unilever, Dove's parent company, has made its bottle-shrinking technology available to its competitors to help reduce packaging waste.

Alpha-H Micro Cleanse Super Scrub, £35.95

Jjoba beads – not plastic micro-beads – do the scrubbing: gentle on our skin *and* the planet.



PERSONAL SHOPPER



OBSESSED

* **Marc Jacobs makeup, from £15** The packaging is cheeky and slick; the textures to die for. Welcome to the UK at long last, Marc's makeup!

IMPRESSED

* **Shavata Brow Strengthener, £15** Thick, organic castor oil in a handy rollerball: nourishes hair, follicles and skin for stronger and instantly glossy brows. I'm sold!



NON-PLUSSED

* **By Terry Baume de Rose in Mauve Moon, £35.50** Lilac lip balm: a fail-safe way to make teeth look like you've eaten a Simpson. Buy the delicious Coral Stellar shade instead.



Official haircare partner of:

BRITAIN'S NEXT
top model

Great models also
use their head...




Estée Lauder New Dimension Firm + Fill Eye System, £62

This two-part pack offers instant tightening, plus long-term collagen boosters. Applying two products isn't ideal for a low-maintenance girl like me, but the 'liquid tape' effect of pot two will appeal to those battling crow's feet.

Editor's pick

Ren Instant Brightening Beauty Shot Eye Lift, £30

Instant brightening? No, but the skin under my eyes tightened within seconds of applying. It's quick to sink in, making it great for a pre-makeup puffy-eye fix. Long-term, it supports collagen production to prevent sagging and wrinkling in the area. A real all-rounder.


Shiseido Bio-Performance Glow Revival Eye Treatment, £40

Yes please to the clever capillary-strengthening technology (leaky capillaries cause dark circles). But no thanks to the slightly oily sheen it left under my eyes. Great as a pre-bed treatment, though – its fine-line-fading abilities are undeniable. And who doesn't want that?



Do-it-all eye creams



Can one product de-puff, see off shadows *and* fade fine lines? Beauty Editor **CASSIE POWNEY** finds out

Trilogy Age-Proof CoQ10 Eye Recovery Concentrate, £25.50

Bad packaging aside, this product's USP is its anti-glycation plant oil (glycation is when excess sugar damages the skin's collagen). The cooling, micro circulation-boosting roller ball only dispenses a very light film of product, so reach for something richer before bed.


Crème de la Mer The Lifting Eye Serum, £180

A luxe silky serum, this pulls under-eye skin taut in seconds, and comes with a cooling applicator to massage in all those anti-ageing algae and marine peptides. Need I layer it with the equally pricey eye cream? No, it works just fine by itself.





Official haircare partner of:

BRITAIN'S NEXT
top model

That's why Britain's
Next Top Models use
their Head & Shoulders
for up to 100% flake
free gorgeous hair



Guess what? Your mum wants to look hot — just like you do. So why have you got a problem with it? Hannah Morrill explains...

THE HOT-MUM EFFECT



Cindy Crawford
with daughter
Kaia Jordan Gerber



Yasmin Le Bon
with daughter
Amber Le Bon

My mum is hotter than I am. Her nose is more upturned, her eyes twinklier, her thighs lithier. (Full disclosure, I have better hair. Thanks, Dad.)

As a kid, I was blithely unaware of this. I only knew her looks were important to her from the way her slick, lotioned skin smelt before bed and, in the mornings, by the warm cloud of hairspray and Lancôme Magie Noire that would hang in her bathroom.

One day, when I was 15, a boyfriend — older, handsome, upper-class and uninterested in me — came to pick me up. As he shook my mum's hand, I noticed his cheeks flush and his posture loosen. Backing out of my driveway in his dad's navy Volvo, he turned to me and confided, "Your

mum is a total MILF!" At the time, I felt flattered. I thought of the other mums, with their round tummies and crinkly eyes. Prettier was better, right?

Today, friends post prideful #TBTs of their young, beautiful mothers in headscarves and red lipstick, but I don't really idolise my mum's glamour. If anything, I sort of look down on it. When I was a child, she would frequently tug a brush through my ringlets, only to have me rough them up seconds later. "I'm a ragamuffin!" I'd reply (a word my father had taught me). By choosing to play sports, my tracksuit bottoms and makeup-free face became an armour against her world. It wasn't a well-considered rebellion; I just didn't want to be



Kris Jenner
with daughter
Kim Kardashian

like my mother. She fussed over her looks; I was relaxed about mine.

It's hard to say whether getting a job, at 24, as an assistant at a beauty magazine was a bigger surprise to me or to everyone who's ever known me. (For me, it was just an opportunity to



Demi Moore

with daughter
Rumer Willis

write.) I quickly embarked on a crash course in being attractive, subtly trying to pick up cues from the legion of coiffed, manicured experts around me. Once, I remember scuttling to the toilets to take out my go-to hairstyle – the pinned-back fringe – after a hairstylist I was interviewing poked fun at it. In those first few weeks, my mum called to tell me she was getting a face-lift. I was furious.

“Why?” I spat. “Who do you need to impress?” Now in her mid-fifties, she’d recently remarried, which I’d naively thought would usher in an era of comfortably dark roots and unscented hand lotion. She sighed and trotted out a sound response. “I look older than I feel,” she said. “If there’s something I could do to change that, why wouldn’t I?” We hung up quickly.

I was so angry – but *why*? Although still beautiful, she wasn’t wrong about her looks. Her eyelids were permanently puffy, her cheeks heavily lined. The past few years, she’d taken to cupping the sides of her face and tugging back the skin at her temples – her own little trial face-lift. And I had to admit she looked better. But instead of feeling supportive, I was jealous. I’d subconsciously been looking forward to heading up the beauty train, gracefully alighting into my attractive young-adult years

as she resignedly slipped into her golden ones. It was about time.

But her face-lift shattered a tiny seed of hope that one day my mum – bright, talented but not maternal in the least – would actually *be* the mother and me the daughter, and I wouldn’t feel like we were two women silently competing to be the prettiest girl in the room.

If you watch *Keeping Up With The Kardashians*, you’ll know Kris Jenner, the family’s ‘momager,’ has had work done. Instead of balking, daughter Kim Kardashian West seems supportive – “I’m totally not against plastic surgery,” she told US news programme *Nightline* in 2012. She’s also, it’s been speculated, had work done herself. And I felt by endorsing my mother’s face-lift, I’d be ushering in a lifetime of nips, tucks

and duck lips for myself.

It turns out this idea is not totally crazy.

“There’s a significant correlation between those who choose to have plastic surgery and seeing a family member have positive results,” says Michael Edwards MD, president of the American Society for

Aesthetic Plastic Surgery. “Doctors can market themselves all they want, but if your mum or aunt or sister has a face-lift and she’s happy, that’s much more likely to get you into the office.”

A few days after her surgery, my mum’s number flashed on the handset at my desk. I picked up to the sound

of muffled tears. “Hannah,” she said, trying to stay composed, “it’s really bad...” And then it came tumbling out: how invasive the procedure had been, how the pain medication made her sick, and how her friend told her she looked like the Bride of Frankenstein.

For months she’d email me jpegs of her progress. Her hopeful smile, the traces of makeup around her eyes, and her swollen ears all made my throat tighten. She looked awful. ‘Gorge!’ I’d reply. ‘Your eyes look amaze!!’ It would take almost a year for her face to ‘settle’

In the end, she looked like my mum, only happier and more



Vanessa Paradis

with daughter
Lily-Rose Melody Depp

well-rested. Since then, I’ve worked to accept her as she is: beautiful, hilarious, vain... another woman trying to find her place in the world.

As for me? At 31, I’m a sunscreen and retinol devotee, an expert with eyeliner, and my nails are rarely bare. One of the dermatologists I work with offered me free Botox. And I chickened out at the last minute. To be honest, his office was far away and inconvenient, but it also feels like a big leap. There’s a part of me that doesn’t think I look too bad – furrowed brow and shallow crow’s feet included. As much as I’ve been influenced by my mother and by my job, the little girl with tangled curls is still in there – and I’m not ready to say goodbye to her just yet. ♦

**‘I don’t idolise
my mum’s
glamour... I look
down on it’**



**Jada Pinkett
Smith**

with daughter
Willow Smith



How good are
you feeling?

A new, actively delicious
four-pack from the Valley

AVAILABLE NOW IN SELECTED RETAILERS

PHOTOGRAPHED ON OUR FARM FEATURING OUR FRIENDS AND FAMILY: LISA

**Made with organic concentrated fruit juice



Ham

WORK SMARTER, NOT HARDER...

WORD TO THE WISE

We know, we know... You're 'hard-working', 'reliable' and 'a team player'. But, turns out, these are the *worst* phrases to pop on your CV. No one wants to recruit Captain Obvious. "Recruiters pretty much 'Tinder' through CVs all day," says recruitment expert Christopher Gannon. Instead, he says actionable words backed up with stats will get them hot under the collar. So phrases like 'I *created* an online campaign that increased profits by 90%' are good. Quips like 'good at office bantz' – not so much.

‘I went from homeless to making half a million’

When **ARIAN SIMONE**, 35, lost her job, she ended up living in her car. Fast-forward 12 years and she now runs a successful PR firm, handling publicity for the likes of Bradley Cooper and Robert de Niro. These are the life lessons she’s learnt along the way



How you deal with rejection determines the outcome. I was an A-grade student and figured if I did what was expected – go to school, get a job and prove myself – I couldn’t fail. But it didn’t work out that way. After graduation, I moved from Detroit to LA for a job, which I lost a month later as the company relocated. It was a shock. I couldn’t pay my rent, I had to sell my belongings to buy petrol and food, and I slept in my car and on couches for a year. But I wouldn’t give up. I applied for 153 jobs before I stopped counting. I learnt that life rarely happens as you’d expect it to, and it’s all about how you respond that determines the outcome in the end.

➤ **If you don’t get hired, create a job.** There’s always something that someone will pay you to do – you just need to find out what it is. While I was homeless, a former colleague got in touch to ask if I could do the PR for his wife’s new furniture company. I didn’t even know what PR was, but I said yes. When I started ringing newspapers and TV stations to promote the business, I was asked, “Where are you calling from?” I needed a company name so I blurted out, “AR PR and Marketing”. Which is when it hit me: I *could* be my own business. From then on, I knew I was an entrepreneur.

➤ **Think on your feet.** Once I’d got my first PR client, I worked non-stop; after

three weeks, I was being referred to friends and soon had five or six clients. I moved out of my car and slept in the office space I was renting. One night, a man working in the building found me sleeping on the floor in an old T-shirt and holed sweatpants – it was Coach Carter (the inspiration behind the Samuel L Jackson film). He said, “No woman should live like this,” and told me production companies externally hire people to promote movies. I knew this was my chance and told him, “I could do that!” Coach Carter then introduced me to the people at Paramount producing his film, who gave me a small job organising screenings. It was my first time engaging with a huge company, and

ARIAN'S CV

2004-present Founded her own PR company Arian Simone Enterprises, which has looked after stars such as Chris Brown and Lil Wayne. Her film PR work includes *Quantum Of Solace*, *Limitless* and *Seven Pounds*

2015-present Founded Fun, Fly, Fabulous, a subscription box of lifestyle products for women

2001-2004 Owned and ran a clothing store, Fabulous, while studying for two degrees

1999-2003 Studied business at Florida A&M University (BS & MBA)

and they'd hand out my business cards, tell me which celebrities were in that day and put in a good word for me. This helped me recruit some of my first entertainment clients: when I introduced myself to [actor, rapper and comic] Nick Cannon he told

me, "I've heard you're dope! The guys downstairs said so."

➤ **Remind yourself what success looks like.** During my darker days, I kept motivated by driving around Beverly Hills looking at the big houses. Seeing other people's success made me grit my teeth and think, 'Arian, *you* can do this.' I tried to soak up the energy of people walking around there as well – they all seemed so carefree, and I believe that what you visualise, you materialise. In a good year, I can make half a million dollars, but I'll still head out to that neighbourhood for a slow drive if I'm in need of a boost.

➤ **When you reach the top, remember to look down.** There's a saying, 'It's lonely at the top,' but as [singer and actor] Tyrese said, "It's not lonely if you help somebody else get there." People rarely find instant success, and if you've ever been laid off or rejected and then make it big, I believe in helping out the next person. If I meet someone with talent but I'm not hiring at that time, I'll always refer them to a friend or an opportunity I've heard about. Pay it forward. ♦



although my role wasn't massive, whenever I was around people of influence, I would network my ass off.

➤ **Dead ends don't exist.** If someone tells you 'no', you're either asking the wrong question or talking to the wrong person. It's about having the tenacity to keep connecting the dots until a goal is achieved. In 2006, Sony Pictures told me they wanted to get the

cast of the movie, *Stomp The Yard* on MTV. I said, "I'll make it happen!" I didn't know a soul at MTV, but I utilised the contacts I already had until I found someone who could put me in touch with the right people.

➤ **Mingle from the ground up.** The building where I'd rented office space had a radio station, where Steve Harvey hosted a popular talk show. I got to know the building security guards,



Arian has rubbed shoulders with the likes of (from top) Idris Elba, Paul Walker and Whitney Houston



"Guys, I've
got this great
business
idea..."

"'Combat
kitchenware'
- a pan with
a sword
handle'

"Or the
'Bug-A-Salt'?
- a gun that
fires salt at
flies!

Wouldn't it be nice if you had a brilliant idea – and someone else funded it?



"Go on,
let's hear
it..."

"Hmm...
'interesting'"

"Err..."

Well, guess what? That's what crowdfunding is...

It's Sunday night and you're slumped in front of *Dragons' Den*, screaming at the TV that you've got a hundred ideas better than edible greeting cards for dogs (by the way – these actually now exist). The good news is, these days you don't need Duncan Bannatyne – or any other man in a bad suit – to launch a business. All you need is a laptop, a great idea and a bit of goodwill.

If you've noticed the surge of people online asking for handouts, then you're already acquainted with crowdfunding. It's a simple concept: raise money by asking the public to donate to your cause/big idea... and give them something in return. In theory, everyone is a winner.

Remember the Pebble Watch (a precursor to the Apple Watch)? It raised over £7million in 37 days (and everyone who invested got a watch). Or what about the Ostrich Pillow (we'll wait while you Google it): the comical hat that looked like a giant clam had swallowed your head, but allowed you to sleep in privacy on the go? That raised almost £100,000 through donations by more than 18,000 people.

Even celebrities are getting involved, with James Franco, Kristen Bell and Zach Braff using crowdfunding to secure backing for their projects. (Because *clearly* they don't have enough money to do it themselves).

So, got your idea? Good. Now let us help you decide which crowdfunding platform to take it to.

1 Kickstarter Kickstarter.com

The sell The world's largest funding platform for creative projects. You're in good company too – girl group TLC (remember them?) are on there asking for £105,000 to record their next album. Rewards include an exercise class with Chilli if you pledge £1,400... we're sold.

You'll know it from Oculus Rift. The virtual-reality headset raised >

£1.6million and was then bought by Mark Zuckerberg for £1.4billion.

How it works It's *all* about the rewards. One budding filmmaker promised anyone who donated £700 that he'd tattoo their initials on his body. For £7,000, backers got their whole name.

If you don't reach your target It's an all-or-nothing model, which means that if a project doesn't hit its target, pledgers get their cash back.

Campaigns include A lunchbox with a built-in personalised nutrition app. That also looks a bit like a clutch.

As used by Student Charli Cohen, 25, launched her first collection of luxury sportswear (Charli-cohen.com) through the platform in 2013.

"I offered tank tops and other items from the collection as 'rewards' for pledgers. And smaller things like home-made cake for lesser donations." The results? Oh, just £33k in 30 days from 212 pledgers – enough to launch the collection and pop-up stores in London and New York.

Do "Research previous campaigns in your industry niche. Analyse why the successful ones did well," says Charli.

Don't Wait until the page goes live to drum up pledges. Charli adds, "If you have a decent chunk already pledged on day one, it gets momentum going and reassures prospective pledgers that they're on to a winner."

2 Rockethub

Rockethub.com

The sell One of the largest crowdfunding platforms – loved by creatives, mainly musicians and artists.

You'll know it from Will.i.am is using it to raise cash to send underprivileged kids to a robotics competition.

How it works Like Kickstarter, users choose a deadline and goal, and offer 'perks' in exchange for contributions.

If you don't reach your target Unlike Kickstarter, if you don't hit your goal by the deadline, you keep the collected funds, minus a small percentage.

Campaigns include Two students who tried, and failed, to raise £10,500 to

1
Charli Cohen
raised £33,000
in 30 days

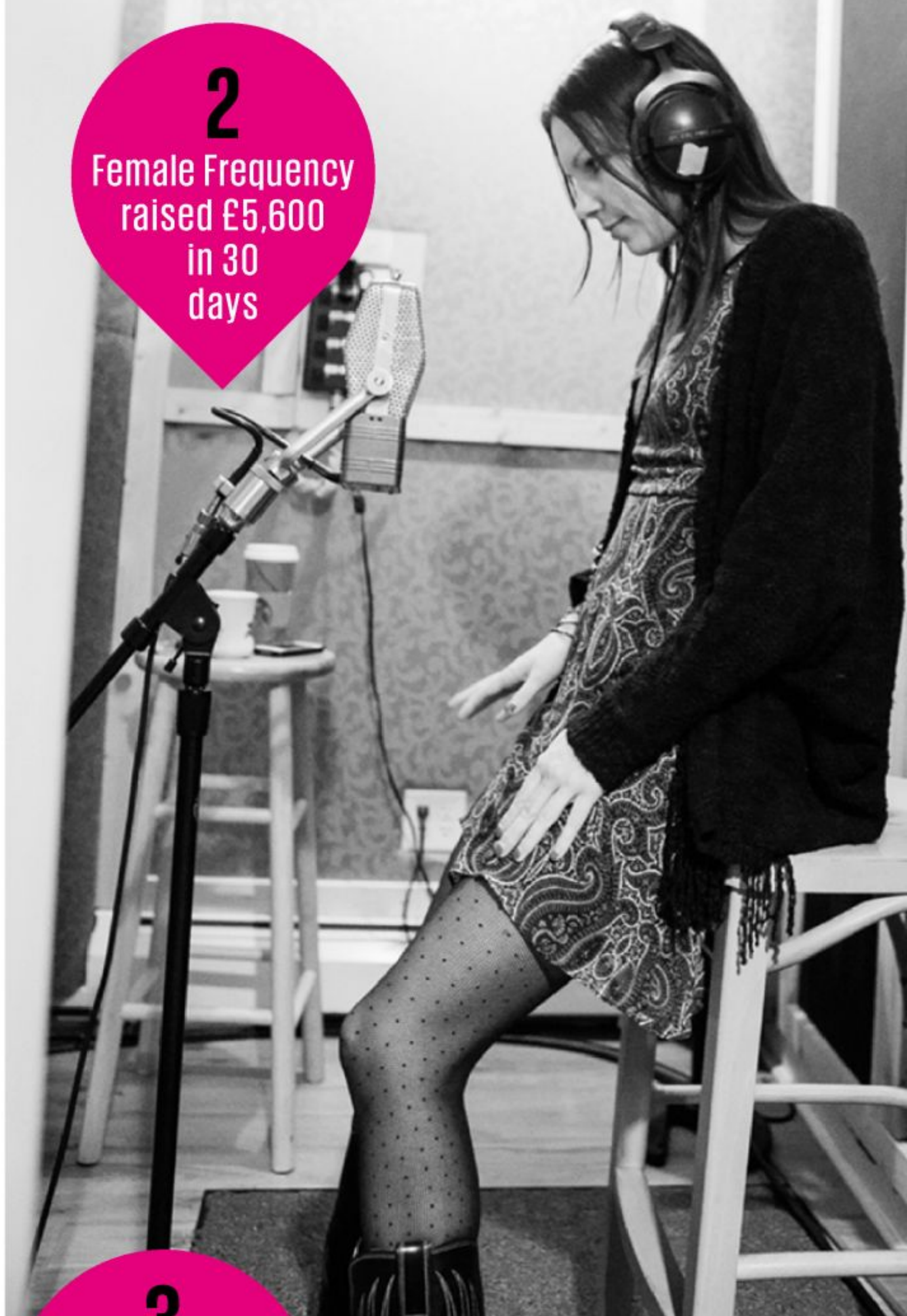


launch a charitable porn site, where proceeds went to helping the homeless and cancer research.

As used by Julie Kathryn, Dani Mari and Claire London of Female Frequency (Female frequency.com) a US collective dedicated to empowering women in the music industry. They raised £5,600 in 30 days to fund a 100% female-generated album, offering perks – from downloads for \$5 pledges to limited edition signed CDs for people who funded over \$50.

Do "Create a plan for each day of the campaign," says Julie. "You'll be sending emails to friends, family and other supporters, posting videos and updates to your Rockethub campaign page and Facebook/Instagram/Twitter

2
Female Frequency
raised £5,600
in 30 days



3
Joanna Griffiths
raised £30,050
in two months



channels." Keep the tone of your updates and emails upbeat ('nearly there!') but

impart a sense of urgency: 'We are just £300 shy of our £800 target and the deadline is Friday.'

Don't Be shy! "At the start, we were uncomfortable asking for donations – which meant we got off to a slow start. We soon learnt that the best way to ask for support is to be completely direct: 'Help us to build an inspiring musical community together.' No apologies, no shyness. You're not asking people for a favour, you're inviting them to support something that you know interests them."

3 Indiegogo Indiegogo.com

The sell Probably the easiest platform to get on – there's no application process. And here's the best bit: they hook you up with specific experts once you've reached your target.

You'll know it from Remember that doomed campaign for the public to help Greece pay off its massive national debt? (£1.5million was raised... but that was still only 0.13%)

How it works It's pretty lax – there's no deadline, and you can choose the type of funding you want (all or nothing, or flexible funding).

If you don't reach your target Don't fret, you still get to keep the money you've raised. Well, minus Indiegogo's 5%.

Campaigns include Novel, an ethical clothing line, promises to employ victims of human trafficking. As long as it keeps that promise you'll feel a lot better than after a splurge at Primark.

As used by Joanna Griffiths, 31, CEO of Knix Wear (Knixwear.com). High-tech underwear made from moisture-wicking, bacteria-killing fabric. "I won a business venture competition at college, and was awarded £14,000 towards the start-up of the company. But this wouldn't have covered our first collection, so I launched an Indiegogo campaign to raise £20,000 in pre-order sales. We raised a total of £30,050 in two months."

Do "Listen to your funders – it's customers, it's product feedback, and it's proof that people are truly interested in what you are creating," says Joanna. "By taking pre-orders, I could see which styles, colours and patterns people wanted."

Don't Set your goal too high. Joanna says, "People like to contribute to 'winning' campaigns."

4 Crowdfunder Crowdfunder.co.uk

The sell If you're a do-gooder, then the focus on community-based projects will get your thumbs-up.

You'll know it from A bid to buy Labour leader Jeremy Corbyn a new £475 bike in January (raising more than £5,000 in under a week).

How it works Backers pledge money in exchange for rewards, like an invite to a new pop-up restaurant.

If you don't reach your target Another all-or-nothing platform, so if you don't meet your goal, you get zilch.

Campaigns include A Brighton resident is looking for cash to build emergency shelters for the Calais refugees.

As used by Niki Kopcke, 29, of Mazi Mas (Mazimas.co.uk), a roaming restaurant that employs migrant and refugee women. "After I left university I volunteered in kitchens all over London, and met many women who couldn't find work but were extraordinary cooks," says Niki. "We turned to Crowdfunder to finance a three-month Mazi Mas residency at Ovalhouse Theatre in 2015, raising £16,007 in 35 days from 313 backers. We offered rewards like recipe cards, dinner for two and a cookery course."

Do "Write personal emails. I learnt that people don't respond to generic emails," says Niki.

Don't Do it by yourself.

Niki says, "Get a team and delegate. And don't underestimate the work involved. Allow three to six months for a campaign."



4
Niki Kopcke
raised £16,007
in 35 days



KICKED TO THE KERB

Not all campaigns end in success...



Kreyos smart watch

THE PITCH A voice-controlled watch. The target of £70,000 was smashed on Indiegogo – with £1million raised.

THE REALITY A year later, no watches. When they did arrive, many complained they couldn't keep time.



Laser razor

THE PITCH A razor without a blade. No more nicks! Raised £2.8million

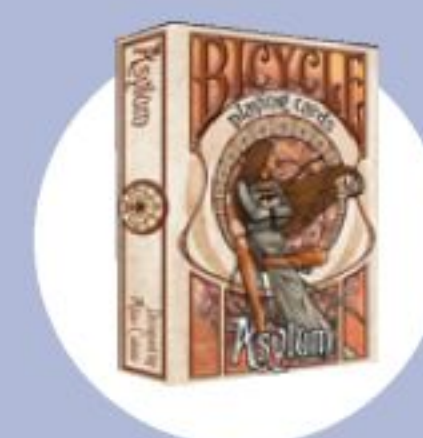
THE REALITY Kickstarter pulled the campaign because the company didn't have anything close to a working prototype.



Zano drone

THE PITCH Baby drones. Who wouldn't want one of them?

THE REALITY The campaign was a success and raised £2.4million. Sadly, the drones didn't fly as promised.



'Asylum' playing cards

THE PITCH A set of horror-themed, limited edition playing cards.

THE REALITY Apparently £17,624 wasn't enough to pay for a printer. No cards appeared, and the company was fined £38,442 by a Washington court. ♦

Be early employable?

Here's how to up your interview game

BEFORE THE INTERVIEW

You may not realise it, but your interview actually starts the minute you say, “Yes, 3pm on Wednesday is great...” Here’s everything to do between that moment and the big day.

Hit the bush telegraph

You wouldn’t go on a Tinder date without Googling, so why would you go to an interview unprepared? Research your potential employer in full, says Caroline Ghosn, co-founder and CEO of Levo, a professional-networking site. If you know anyone at the organisation, or can find connections through friends or LinkedIn, ask them for insights. Your goal is to spend the interview talking about how you could contribute to the team, not listening passively while you’re brought up to speed.

Know your interviewer

“Look at an interview as an organic part of building a relationship,” says

Caroline. Your interviewer is a human, not a job genie, and showing an interest in this person will help to create a more authentic relationship from the outset. If you get your interviewers’ names in advance, read their bios and the company page, and check out their social-media sites.

Organise your story

The first question is often, ‘Tell me about yourself.’ Frame your story in a concise, clear way so that your work history and duties aren’t confusing. What have you achieved in previous jobs that overlap with

the specific role you’re interviewing for? Review your CV and pick areas to highlight, and have stories in mind that illustrate any relevant expertise. Would you be working closely with another person? If so, come prepared with examples of past partnership success, advises Caroline.

Practise and make perfect

If you tend to get flustered during interviews, commit your answers to memory in advance. Reading the company’s job description carefully will tip you off to answers that you can provide about your strengths and

what you can bring to the job – two common questions. Write out a list of questions that you might be asked, and practise your answers to each one. The key is not to spit out responses robotically (creepy), but to look and feel poised (ding ding!).

‘Write a list of questions and then practise your answers’

A's for tricky Q's

Interview questions are getting weirder. *Cosmopolitan* to the rescue...

Q 'DO YOU KNOW HOW TO _____?'

This is hard when it's a challenge you haven't faced before. Laura Sherbin of the (US-based) Center for Talent Innovation says women value honesty and often say, 'No, I've never done that.' But then the interviewer thinks, 'She doesn't believe she can do it; why should I?' Take a cue from men, who are more likely to say, 'Sure, I've never done it before, but I'm a fast learner.' Nod to the learning curve, but always lead to a 'yes'.

Q 'HOW LONG WOULD YOU SEE YOURSELF STAYING HERE?'

Dodge the flighty millennial stereotype. People don't want to train someone new, only for that person to leave and pursue their 'real' passion, experts say. Don't pledge a specific time commitment, but do namecheck skills you hope to develop or long-term projects you would contribute to. Use the word 'team' a lot.

Q 'WHAT'S YOUR FAVOURITE CARTOON?'

"Some interviewers ask weird questions to see how well a candidate thinks on their feet," says Keith Rollag, author of *What To Do When You're New*. "They're looking for an unrehearsed answer." That means there's no right or wrong - so go with the flow and be creative. If in doubt, acknowledge the awkwardness, suggests Caroline. Say, 'I've never had that question before! Tell me why you're asking.' ➤

DO YOUR HOMEWORK

Don't discover via a last-minute Google cram session that the job you applied for is definitely not as hot as it looked at first.

Polish your presentation

Fair or not, your speech patterns matter, says Laura. Words such as ‘actually’ and ‘like’ are so distracting, she’s counted how often a candidate uses them. “They’re hard to ignore after a while,” she adds. Ask a friend to interview you, then give you feedback: how was your body language? Did you speak too quickly? Or did you, um, you know, *literally* kill it?

Psych yourself in

Turns out your fight-or-flight impulse isn’t so useful in a job interview. “The emotional part of your brain responds to the prospect of rejection by thinking, ‘Danger!’” says Keith. Tell yourself, ‘This is just a conversation. They *want* to like me.’ Look up other job opportunities that you can apply for or networking events you can attend just in case this gig doesn’t work out. It might help you feel less like everything is riding on this one.



DURING THE INTERVIEW

It’s game on – and understanding how to play it will help you deliver what your interrogators are looking for.

Break the ice

The walk with your interviewer to their office can feel *so* long. Keith suggests getting them to talk about themselves: “Think about topics that give people energy.” If it’s close to the holidays, ask if they’re going away and, if so, where? And don’t get too hung up on awkward pauses. There’s a natural ebb and flow to every convo.

Bring the energy

Your interviewer may be distracted by matters unrelated to you, or could even be teasing you to see how you react. Keep your energy high and forge ahead. “If you sense it’s going poorly, ask a question to show that

you’re curious,” Laura says. “That will also give yourself time to recalibrate your responses.”

Sell your experiences

It’s the catch-22 of entry-level job interviews: how do you talk up your experience when you don’t have any? If you haven’t worked much, discuss the skills you’ve developed from other places (school, university, in your community – even a part-time job in a different industry). “Convey professionalism and good judgement

and they might consider redefining their idea of experience,” says Laura.

Always be adjusting

Observe your interviewer’s reactions for clues to how well it’s going, so you can adjust. Do they seem to switch off when you give a long reply? Shorten your next answer. Do you sense surprise or scepticism? Acknowledge it openly. If you think you might have missed the mark, it’s OK to ask, ‘Did I answer your question fully?’ says Laura. “That shows you have emotional intelligence

– you can recognise and address the needs of others, including potential clients.”

Remember who’s boss

Bubbling over with big ideas? Great! Just try not to diss your potential employer. “When people

‘Show them you’ve thought seriously about the role’

feel confident, they sometimes think they're being proactive by making unwanted suggestions," says employment lawyer Lori B Rassas, author of *The Perpetual Paycheck*. Instead of bulldozing your interviewer with 'fixes' that may seem presumptuous, Lori suggests formulating a '30-60-90 plan': what you'd do in one, two and three months on the job, after you learn more about the culture and the challenges.

Yes, ask questions

The moment an interviewer asks, 'Do you have any questions?' is the best chance you'll get to lead the conversation. "Some people think they're being annoying by asking a question, or they want to take their wins and leave before they say something wrong at the last minute," says Caroline. "That's a mistake." A few questions that always work: 'What would a typical day be like?'; 'What would it take to excel at this job?'; 'What challenges would someone with this job need to overcome?' Show your interviewer you've thought seriously about the role and envisaged yourself in it.

AFTER THE INTERVIEW

You've texted your mum to debrief. You've danced off lingering adrenaline at home. But you're not quite done.

Act fast!

Send a thank-you email within 24 hours. Handwritten notes are less common now, but may stand out as a result, says Lori: include your email address and post it ASAP.

Say more than thanks

Acting quickly doesn't mean sending a generic email, Laura adds. Mention a few topics you discussed during the process to show you were listening, and say that you'll follow up shortly if you were asked to do so.

Win the waiting game

Employers can take days – or months – to decide. Ask about the timeline at the end of the interview, Caroline says, and follow up a week later, maybe including some fresh ideas. (Avoid

hectic times like Friday afternoon and Monday morning). Don't email more than once a week, and stop after three unanswered messages.

Don't shuffle off in shame

Much more goes into hiring – the make-up of a team; salary needs – than can be seen from your side of the table. So if an interview doesn't work out, don't despair. Politely ask for feedback, and identify skills you can add or play up next time. Then ask the interviewer

or HR contact if you can stay in touch. If so, let them know you'd love to be considered for other roles, whether with their organisation or others they may have heard of. "Recruiters ask one another for recommendations all the time," Laura says.

Employers can take days – or even months – to decide'

Interview killers

You went to bed at a sensible hour, you left home in good time... don't go and blow it with one of these fatal errors.



THE BYOC

Probably best to finish your coffee outside – and dispose of it properly – before an interview. Apart from it seeming too informal, the interviewer may shake your hand and end up doused with latte.



THE SPIN CYCLE

If you have the choice to sit in a chair that doesn't swivel, take it. "Nervous interviewees have a tendency to swivel back and forth so much, you worry they'll get whiplash," says Laura.



THE TEXT TALK

No matter how cool the person who will interview you seems, emailing them like they're your BFF is definitely *not* cool. Take the other person's lead in tone, and keep it classy.



THE SNEAK-A-SMOKE

Chances are you'll be sat close to your interviewer. Strong smells are off-putting, so if you smoke, stay off the fags till after. No, masking it with perfume won't work either.



THE BAD SUIT

Try on your outfit two days before. If *you're* not comfortable, no one looking at you will be, says Laura. The key is fit over fashion: avoid clothes that are too clingy, or too loose and sloppy.



THE DIVA ACT

Make a point of being friendly and polite to everyone you meet in the office – not only your interviewer – otherwise no one will trust you to work with potential clients, Laura says.



THE PHONE PAS

Turn off your phone before you arrive. If you forget and it rings mid-conversation, ignore it or turn it off, Laura says. "Whatever you do, don't check that text or missed call."



THE PEN TAP

Nervous fidgeter? Remove any ammo that might distract you or your interviewer. Put your pencil or pen on the table or in your bag, and keep your hands folded in your lap.



THE SHOE SWAP

Switch to your killer heels before you get in the building – not in the reception area or bathroom. And keep them on until you're a few streets away. Sorry, no one wants to see your feet. ♦

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THAN
A REGULAR
LINER*



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by
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* vs. market leading Normal feminine liners within the UK market

Move

STRETCH YOUR BODY AND YOUR MIND...



HOW DO YOU MEND A BROKEN HEART?

You do yoga. That's the word from a ground-breaking new US study, at least, which has discovered that perfecting your warrior pose could help prevent 'broken heart syndrome' (the heart attack-like symptoms brought about by painful break-ups). What's more it also increases levels of GABA – an amino acid that fights anxiety, stress and depression. Relationship bother? Try the 'legs-up-the-wall' (yep, that's a real pose). Lie on your back with your legs raised vertically against a wall. Wine still helps too, of course...



The world's
priciest smoothie

ARE YOU CAUGHT IN THE WELLNESS DEBT CYCLE?

Green juices, boutique fitness classes, haute couture yoga leggings... how keeping up with the healthy high-rollers is slimming only one thing – our finances

It's a scenario that plays out in households across the country: partner A returns to the flat they share with partner B after a long day's shopping. They call a brief 'hello' from the hallway before scurrying quickly upstairs to hide their many shopping bags at the bottom of a heaving wardrobe – before any comments can be made about their 'reckless' spending. This shadowy sort of dance has become a daily occurrence for

some women (and men) in the UK. One such is 34-year-old journalist and trainee yoga teacher Joanna Miller. But it's not overpriced knitwear and luxury handbags she's squirrelling away, it's £100 designer gym leggings and raw superfood powders.

"My monthly outgoings have rocketed," Joanna admits. "I spend nearly £300 a month on my gym membership and £40 on yoga classes. Then there's my Soulmatefood >

paleo-diet meal delivery, which costs £640 a month. And at the same time, I'm paying off my £3,500 teacher training fee in instalments." Joanna's spending habits have become so costly that she finds herself consistently maxing out her £1,200 overdraft each month (all the while feeling unable to admit the true extent of her spending to her friends and family).

Like a rising number of women, Joanna is caught in a wellness spending spiral. Don't believe us? The numbers say it all. According to statistics in the State of the UK Fitness Industry Report, more of us than ever are blowing our monthly salaries on our growing passion for 'feeling healthy'. The UK exercise sector – once little more than a few gym chains and some intimidating-looking protein products – is now thought to be worth a massive £4.3billion, and consumer spending on UK gym membership has soared by 44% in the past 18 months.

Our obsession with all things organic is helping wellness brands rake in colossal sums of cash too. Whole Foods announced last year that its annual UK sales topped £100million for the first time since launching in Britain (and seriously, has anyone ever come out of there with change from a £20 note?), with sales soaring by 24% year on year. Meanwhile, the 'free from' food industry is booming – already estimated to be worth £365million, it's forecast to grow by 50% over the next three years. Seems all those chia-seed pots really *do* add up.

These figures reflect the fact that, for many of us, embracing this new 'healthy' lifestyle is as much about the image we project to the world as it is about increasing our muscle mass and daily antioxidant intake. Health and fitness has become – unlikely as it might seem – a status symbol. The body you have, the leggings you wear, the way you take your coffee in the morning

(currently trending: 'bulletproof' – that's black with a lump of butter, for those of you that didn't get the memo) is a semaphore to the world about how you live. And boy, is it causing friction in our back pockets...

THE COST OF HEALTH

Psychologist Emma Kenny believes we're being spurred on to 'buy into' this industry by the marketing prowess of major wellness brands. "Companies have cottoned on to the fact that being 'healthy' has become synonymous with being stylish, so they're launching products, services and ad campaigns that fit this ideal," she says. "The marketing is increasingly skewed towards pitching new launches as painfully elite – the more celebrity ambassadors, the

better – and perpetuating the idea that buying into these methods is a way of winning social status."

"A few years ago, I decided to overhaul my life and retrain as an alternative health practitioner," says Catherine Darlington*, 34, from Liverpool. "Monthly, I now spend about £200 on supplements, £1,000 on food-delivery services and grass-fed meat, £200 on alternative therapies and £200 on personal training. I've sacrificed friendships, a social life and have had to remortgage my house for my lifestyle. But it's worth it."

For those, like Catherine, who've become accustomed to the higher end of health, the pounds (and we're talking £s, not lbs) mount up faster than your heart rate during a HIIT session. Take a look at wellness guru and ex-*Vogue* staffer Calgary Avansino, for example. A quick scroll through the expertly filtered shots on her Instagram feed shows she can clock up hundreds of pounds a day. Call it Insta-maths: Under The Same Sun leggings at £76 + Bodyism acai bowl at £7 + lunchtime Heartcore session at £27 + Tanya's My Superfood Fix smoothie at £6.35 = £116.35. That's all well and good – if you can afford it (or it's gifted to you for free). The problem comes when women desperate to emulate these wellness ambassadors don't have money to burn, but do it anyway – cashing in their entire bank balance and, in extreme cases, plunging themselves irrevocably into debt. For Iona*, 28, her love for Lululemon fitness gear is beginning to stand in her way of getting on the property ladder. "I know I should be saving

BE HEALTHY ON ANY BUDGET

Can you trim your wellness costs?

MEAL DELIVERY

Balance Box, from £24.99 per day. The closest thing to a personal nutritionist/chef. Three gourmet meals and two snacks a day.

Mindful Chef, £32 for four days. Dinners only, you have to cook, but the ingredients are fresh, and recipes quick.

JUICE

Six juices (enough for one day) from Radiance will set you back £95. But claim to leave you 'energised, rested and rebalanced'.

For £24 you can get one day's Obsidian 'detox and nourish' juices – plus a discount 7-day programme.

FIT KIT

Lorna Jane Skye Sports Bra, £42. The standard crop top gets a chic upgrade, in the brand's moisture-wicking fabric.

F+F Active Laser Cut Sports Bra, £12. Brightly coloured bra with racerback fastening and ventilated panels.



That's not gonna
streamline your
spending

pretty much all of my disposable income. I'll buy food from Planet Organic when my salary is more suited to Sainsbury's, walking out with just a few items in my paper bag despite handing over £60. I don't think twice about buying a pair of trainers that cost £180, even though I'd never spend that on jeans. Some of my friends think I'm crazy but it's become a way of life for me."

Emma Kenny says the pressure millennials feel to look good, and to look good *while* getting there, is now stronger than ever: "This generation has been brought up in a world where looking a particular way gains social approval, so the desire to achieve that ideal – and frame it in the best angle on social media – becomes intoxicating." Research also shows that we now put more trust in fitness bloggers than we do celebrities, so it's no surprise we're spending through

the nose to live like they do. "By documenting our lives to mirror those we look up to, we feel validated and part of their powerful clique," says Kenny. "But it's their *job* to make everything look beautiful, and while that inevitably involves running up

'I shop at Planet Organic... but my salary is more Sainsbury's...'

big costs, it isn't necessarily related to actually becoming fit and healthy. If anything, the pressure to match up is likely to increase our stress levels and negatively affect our health." That sort of irony certainly won't do us any favours in the long run. Kenny reasons that the key to staying healthy is finding what motivates you – within your means. "Take positive inspiration from those around you, but ultimately your fitness journey is your own and it has to exist within your own boundaries," she says. Those Fruit Of The Loom leggings don't sound *quite* so unappealing after all. ♦

to buy a house but I end up spending everything I earn. I want to look good when I'm working out and that means buying the best, most recognisable activewear – Sweaty Betty, Lucas Hugh, Lululemon – but it's expensive." That's an understatement. A pair of Lucas Hugh leggings can set you back an eye-watering £225. "I know it isn't the best attitude to have," admits Iona. "I hear girls in the changing rooms saying that keeping fit is bankrupting them – I'm not sure they're actually joking."

GANG MENTALITY

Membership of this wellness clan is growing, with more and more people drawn in because of their desire to be part of something so very fashionable. For Iona, maintaining her Insta-worthy wellness regime brings a sense of belonging: "There's definitely an aura of community among those who go to the exclusive fitness studios and buy the £8 smoothies. I like to

feel part of something, and having an identity outside my day job motivates me. It took a while to feel comfortable with spending nearly £30 on an hour's training session, but posting a picture on Instagram and getting the positive feedback does perhaps help with trying to justify it to myself."

And so, fitness fanatics are fast developing a sense of loyalty to certain (expensive) brands. Looking at 29-year-old estate agent Lucie Hirst's Instagram feed, you could be forgiven for thinking she owns shares in Lomax, so plentiful are her shots of the bespoke fitness studio in Chelsea. But she admits that keeping up her training, as well as an obsession with superfoods, comes at a considerable price. "I make wellness an absolute priority, but it does add up to a huge amount of money –

Work it like Crazy

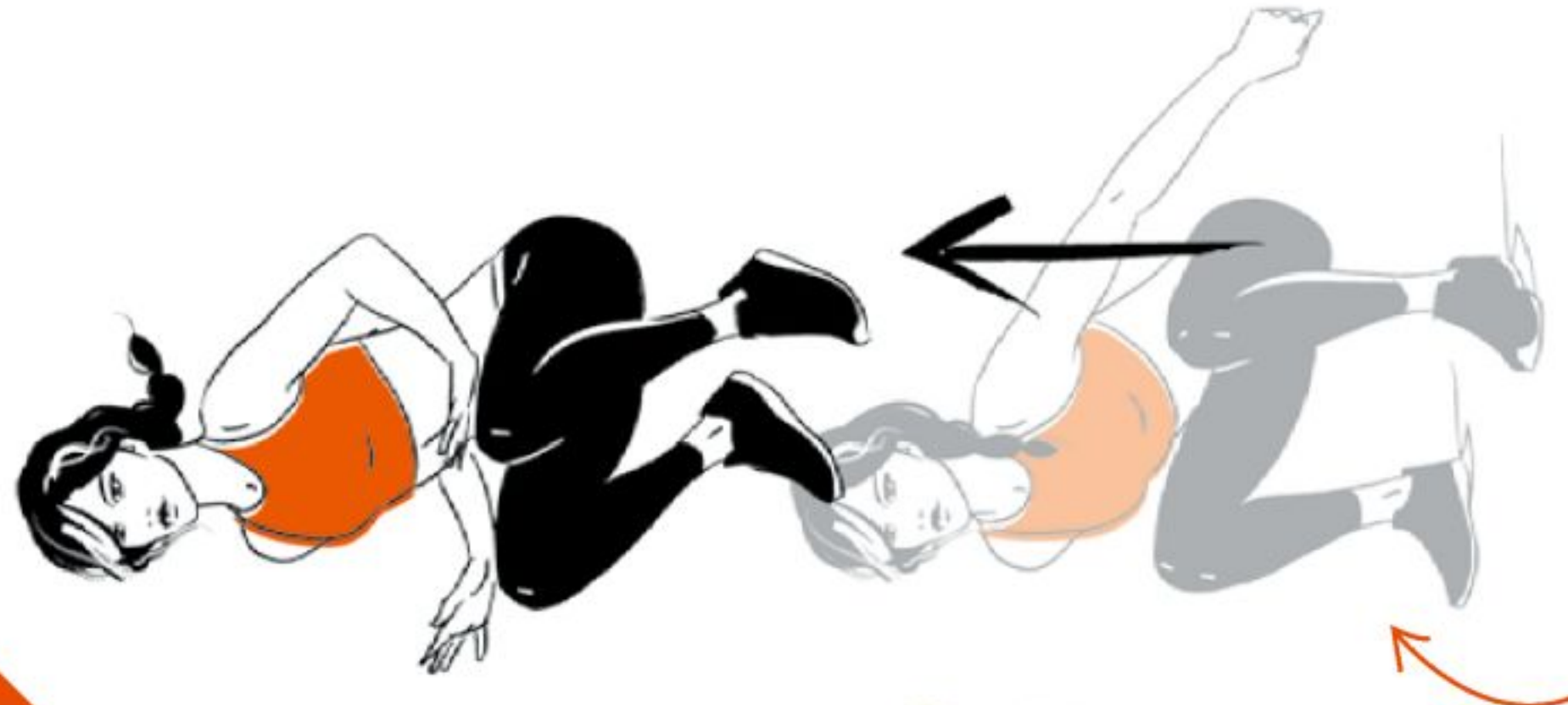


Creator of the Insanity workout, **SHAUN T** takes no prisoners with this high-cardio workout

One of the toughest fitness routines out there (the clue is in the name), Shaun T's Insanity workout isn't for the meek. His high-intensity moves are guaranteed to make you sweat, grunt... and possibly cry (but hey, you'll blast stubborn fat fast). Brave enough to step up? Do this five-move workout once, take a 30-second rest, then do it again. Hey, we didn't say it would be easy...

TIP

Avoid eating for two hours before, but if you really need fuel make it a banana. They're packed with digestible carbs as well as potassium, which helps maintain muscle function



STEP 3 Power jumps

TARGETS *legs and abs*

- 1 Drop into a low squat, swinging your arms out behind you.
- 2 Jump up, bringing your knees to your chest and your hands tapping your thighs.
- 3 Land softly and repeat for 1 minute.



STEP 1 Heisman*

TARGETS abs

- 1 Run on the spot with your legs out wide while bringing your knees up high.
- 2 Do this quickly for 1 minute.



STEP 2 Switch kicks

TARGETS core

- 1 Stand with your feet together and your hands by your shoulders, elbows bent.
- 2 Kick forward with alternating legs on the spot quickly.
- 3 Repeat for 1 minute.



STEP 4 Push-up jack

TARGETS arms, chest, abs

- 1 In a push-up position, jump your legs open and shut, forming a V shape.
- 2 While doing that, lower your body to the ground, bending your arms.
- 3 Repeat for 1 minute.



STEP 5 In-and-out abs

TARGETS abs, arms and shoulders

- 1 In the plank position, jump your legs into a crouch position (keeping your hands on the floor).
- 2 Jump back to the plank position and repeat for 1 minute. ♦



* Named after the Heisman Trophy, given annually to the most outstanding player in US college football

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#LooksLikeThis

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shape to protect you
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*vs. Tampax Compak

MY BODY'S AMAZING BECAUSE...

... yoga showed me how strong I really am, says **CHARLIE MERTON**, 34, from London

For years, I didn't want to be noticed and tried to hide who I was, so I covered up in baggy clothes. When I was 21, I made a deal with a friend that I'd go to yoga with her – reluctantly – if she came to salsa classes with me. At just 4ft 11ins, I was a size 18 at the time; I'd been bullied in school for being fat and that insecurity had stayed with me.

The first yoga class I went to was full of skinny women in Lycra – I was the biggest in the class and felt completely self-conscious in the mirrored studio – but once I got into it, I loved it. My body surprised me with what it was capable of. I discovered I'm naturally really flexible, and could do a lot of the poses that other people couldn't. After that, I started going every week and my strength and stamina increased.

Five years ago, I trained as a yoga instructor in India. People are often surprised by what they see – when I started teaching, I overheard one gym manager say, "She's not a good advert for a yoga teacher, is she?" That really upset me. The physical and emotional benefits of yoga shouldn't be the preserve of skinny people, but many larger women feel intimidated by it. That's why I started teaching curvy yoga classes online. When people see me as not the usual super-slim yoga teacher, it helps to inspire and empower people. They think if I can do it, so can they.

I've been doing yoga for 13 years, and it's taken me a long time to embrace my body. I'm a size 14 now; I still

have batwing arms but yoga has taught me to like and accept my body. I'm strong, have good posture and feel comfortable in a way I never used to. I'm not trying to hide myself any more.

* For more feel-good inspiration, go to Cosmopolitan.co.uk/body

POWER FLOWERS

If you haven't worn florals since primary school, then let the new fitness florals be your re-education



Crop top, £35, Active In Style



Leggings, £60, Sweaty Betty



Sports bra, £15, Marks & Spencer



Trainers, £96.99, Nike at Office



Jacket, £170; shorts, £70; trainers, £150; socks, £30; hat, £40, all Adidas



Swimsuit, £38, Stellasport for Adidas



Bag, £29.85, Roxy at Amazon



Jacket, £65, Stellasport for Adidas



Leggings, £65, Active In Style



Shorts, £25, Björn Borg



Headphones, £8, Claire's

ICE GIRLS FINISH FIRST

A recent study found that – wait for it – icing your thighs before an outdoor run makes you go faster. Don't fancy going all 9½ Weeks on your glutes? Check out Baselayer.co.uk for compression shorts with ice inserts. Cool.



BECAUSE I'M A WOMAN

**DO YOU THINK I'M GOING TO CRACK UNDER
PRESSURE OR CONQUER THE FIELD?**

Defy expectations any day with Always Ultra.
It's got liquid locking gel and gel can't leak.
Because nothing, not a period or a
prejudice should get in a woman's way.

up to **100% Leakage Protection**



Rewrite the Rules
always

The FASHION eye

Transform your look with these secret tips and hacks from fashion-industry insiders and Very Exclusive

Slogans

"Slogans are huge this season. You can be big and bold, or keep it simple. For those dress-down days, add a little sexiness by rolling up your sleeves and showing some skin."

DALJIT KAUR BABBER,
ART DIRECTOR

Textures

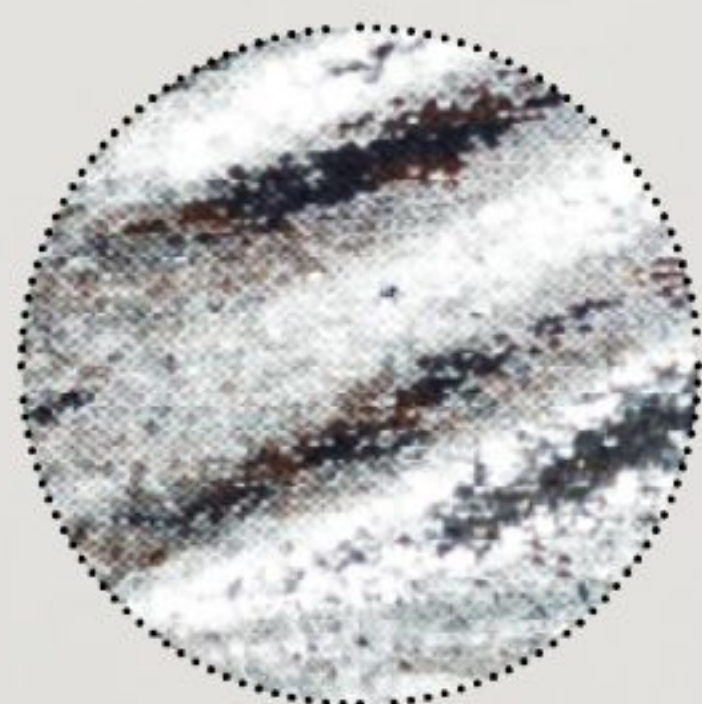
"Mixing up textures is the perfect way to give an outfit an injection of cool. Have the confidence to be playful with contrasting pieces – you'll be surprised at the results!"

LAURA PUDDY,
STYLIST

Layering

"The key to this look is layering – adding statement pieces to everyday staples will create a mishmash of prints and fabrics that just screams 'luxury'."

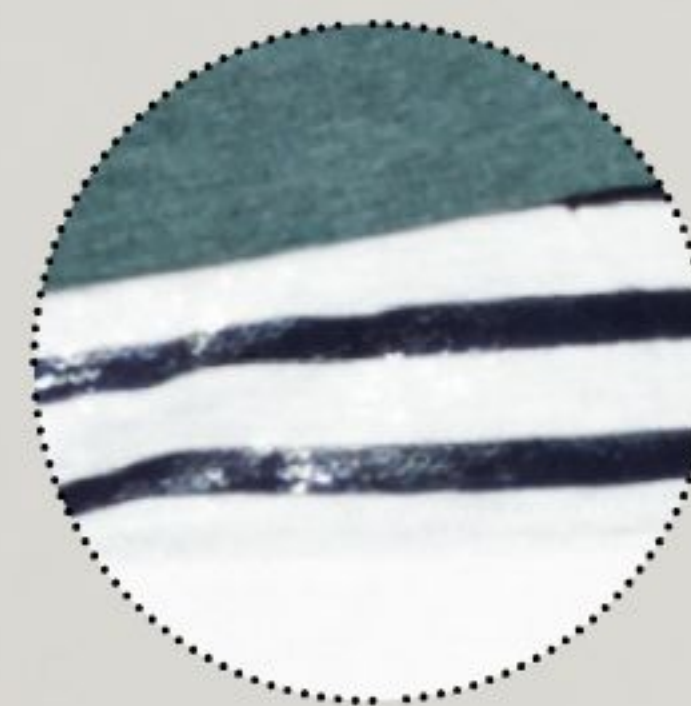
JESS EDWARDS,
ONLINE FASHION
EDITOR



Sequins

"Sequins are not just for evenings and the party season. If you're going out after work, dress down your sparkle for daytime with an oversized tee. You can even add a jumper for cooler days when it's not quite cold enough for a coat."

DALJIT KAUR BABBER,
ART DIRECTOR



Jumper, £90,
Wildfox.
T-shirt, £115
Alexander Wang.
Dress, £330,
Diesel.

detail

"OK, we'll admit bomber jackets aren't exactly the easiest items to pull off, but it's all in the details this season.

If your staple jacket is accompanied by tassels and textures like this one, you'll always be winning."

JESS EDWARDS,
ONLINE FASHION EDITOR



statement pieces

"Teaming a classic chic dress with a statement bomber will give your look that extra edge. Go oversized with the jacket and keep your outfit underneath sleek and figure-hugging to show off your shape. This look works with both heels and trainers, so whether you're lunching with the girls or going for cocktails with potential Mr Right, you can take your pick of what footwear you fancy."

DALJIT KAUR BABBER,
ART DIRECTOR



face shape

"Sunglasses are the ultimate accessory for spring/summer. Choose a pair that complements your face shape: for example, aviators look great on heart-shaped faces and round sunnies will help even out longer ones."

LAURA PUDDY,
STYLIST

the bag

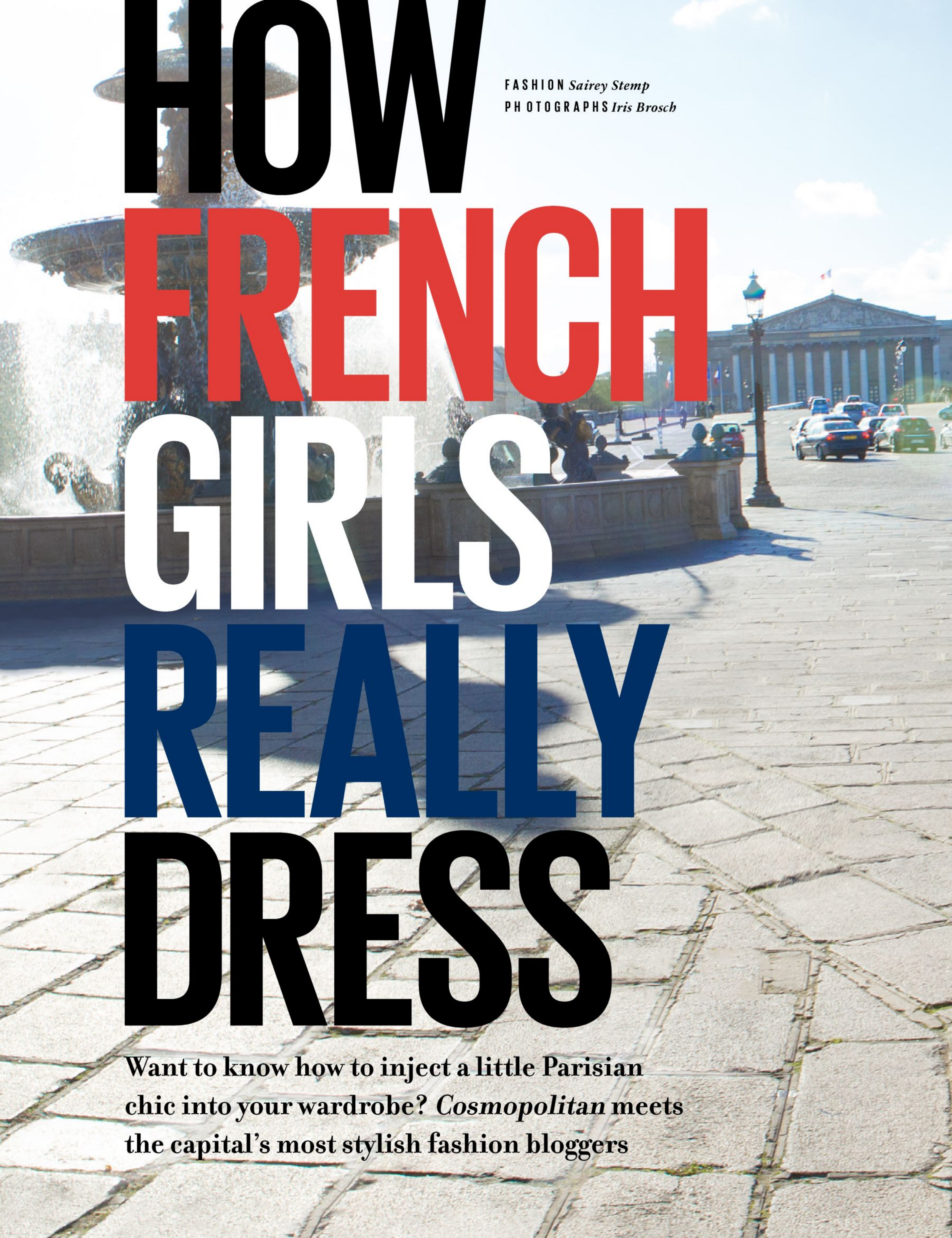
"Choose a clean bag in a classic shape that packs a special punch - this Wang number will last forever and never feel out of date thanks to the subtle stud detailing."

JESS EDWARDS,
ONLINE FASHION
EDITOR

GET THE LOOK

Transform your own style: shop wardrobe must-haves from more than 150 designer fashion and beauty brands online now at VeryExclusive.co.uk

Jacket, £185,
Maison Scotch.
Sunglasses,
£50, Le Specs.
Bag, £530,
Alexander Wang.
All items available
at Very Exclusive

A Parisian street scene with a fountain in the foreground and a classical building in the background.

HOW FRENCH GIRLS REALLY DRESS

FASHION *Sairey Stemp*

PHOTOGRAPHS *Iris Brosch*

Want to know how to inject a little Parisian chic into your wardrobe? *Cosmopolitan* meets the capital's most stylish fashion bloggers



Anne-Catherine (left) wears: Jumper, £175, Claudie Pierlot. Jeans, £59, Cheap Monday at Asos. Shoes, Marc Jacobs, model's own. Belt, Saint Laurent, model's own.

Anne-Laure (centre) wears: Top, £58, Petit Bateau. Skirt, £95, Sézane. Shoes, Isabel Marant, model's own.

Betty (right) wears: Top, £58, Petit Bateau. Trousers, £79, Coast. Shoes, £115, Underground. Hat, £159, Eugenia Kim. Necklace, Chanel, model's own ▶

Anne-Catherine wears: Top, £44, Maison Labiche. Bag, £3,500, Dior. Jeans, shoes, belt, (as before). Earrings, Dior and IRO, all model's own. Bracelet, Cartier, model's own

*'Parisian girls like to be chic
and comfortable at the same time'*

Anne-Catherine Frey

ANNECATHERINEFREY.COM

19.6K FOLLOWERS

My favourite brands are Gucci and Louis Vuitton. The Gucci store at 60 Avenue Montaigne is one of the biggest in Paris and has some great boyish jackets. French brand Iro (53 Rue Vieille du Temple) is my go-to for intricate, punk-inspired jewellery.

The ultimate French style staple is a simple Petit Bateau T-shirt. As is a good pair of jeans – the higher the waist, the better. You don't need to wear fancy clothes to be stylish – just choose classic pieces and add tiny details from time to time. Parisian girls like to be chic *and* comfortable.

For special statement pieces I have a pair of Balenciaga heels that I wear all the time. I'm also rarely seen without my one Louis Vuitton earring. Jewellery from Corpus Christi (Corpuschristi.fr) is a brilliant way to add detail. It specialises in skulls, flowers and bone motifs, which I love. You'll find two stores in Paris: one at 64 Rue Vieille du Temple; the other at 6 Rue Ravignan. A leather jacket is an easy statement item too. I found my beloved Balenciaga one on Vestiaire Collective (Vestiairecollective.com), an online retailer that sells the most amazing one-off designer pieces.

For hidden gems I would recommend The Broken Arm boutique concept store in the Marais (12 Rue Perrée) which stocks brands such as Loewe, Isaac Reina and Lemaire – you always find labels there that are impossible

Anne-Catherine (above left) wears: Jacket, £347, IRO. Top, model's own. Sunglasses, £310, Dior. Bag (just seen), £1,700, Elie Saab. **Anne-Laure wears:** Jacket, £495, Paule Ka. Top, £100, Sessun. Jeans, vintage Levi's, model's own. Sunglasses, £200, Céline. Boots, £170, Kurt Geiger



to track down in central Paris. It usually stocks a lot of edgy pieces and it's always quiet – I don't think many people know about it.

A perfect day in Paris would involve exploring Le Bon Marché department store (24 Rue de Sèvres). I used to live right next door and it has everything in one place, including coffee shops, clothes and shoes – you can while away hours in there. The cakes at the nearby Rose Bakery (46 Rue des

Martyrs) are delicious, as are the cappuccinos – perfect for a pit-stop between shopping sessions.

My culture tip is The Pinson Café (6 Rue du Forez). I take my laptop there to work. It does an amazing chia pudding! I'm addicted to that stuff, and theirs is the best. I get inspiration for my blogs by just exploring the city. You can walk for miles around the hidden back streets of Paris – it's beautiful. I take photos of everything. >

Anne-Laure Mais

ADENORAH.COM

112K FOLLOWERS

My favourite brands are Louis Vuitton – not that I can buy it every day, of course – and I'm always in my high-waisted vintage 501 Levi's – they're like my pyjamas. I cut off the hems so they sit well with ankle boots for an edgier look. I get most of my vintage denim from Hippy Market (21 Rue du Temple).

The ultimate French style staple is a cashmere jumper to layer under a coat. I buy them at Uniqlo as they're

so affordable. Good-quality basics are really important. I like high street stores such as H&M, Zara and Mango for everyday items like T-shirts and classic slim black trousers. My top Parisian style tip is don't try too hard. Avoid too much makeup, or multiple accessories. Keep it simple. I also think style is more a question

of attitude than clothes. If you've got the right mindset to pull it off, you can wear whatever you want, whenever you want.

For special statement pieces I love bags, and try to carry a different one each day. My favourite is my Betty Saint Laurent cross-body bag as it was the first luxury item I owned. I now have versions in both black leather and leopard pony.

For hidden gems I'll go to Le Marais (3rd arrondissement) to stock up on vintage finds, but Colette (213 Rue Saint-Honoré) is the best place for buying gifts and picking up books and magazines. Its window displays are an attraction in themselves, full of the latest designer clothing collections.

A perfect day in Paris would start off with a visit to the Marais (3rd Arrondissement) but only during the week; it's way too busy at weekends. Then I'd pop into Fleux (39 Rue Sainte-Croix de la Bretonnerie), a beautiful shop with a focus on interior design. For lunch, I'll meet friends on Rue des Rosiers, where you'll find a great selection of different patisseries and restaurants, such as Chez H'anna (54 Rue des Rosiers), L'As Du Fallafel (nos 32-34) and Cafe Les Rosiers (no 2).

My culture tip is a coffee shop called Ob La Di (54 Rue de Saintonge). Its avocado on toast has to be the best in Paris. I usually visit Le Petit Mathieu (55 Rue des Vinaigriers) after work as the menu changes daily. My favourite dish is the *beignet de courgette* (courgette fritters). I live in the 10th arrondissement, and it's the perfect location for blogging. You won't find amazing monuments and beautiful architecture here; it's more about the atmosphere and people-watching. I love to spend time at the Canal St Martin watching the world go by.

Anne-Catherine (left) wears: Dress, £400, Rykiel by Sonia Rykiel. Boots, Balenciaga, model's own. Earrings as before. **Anne-Laure wears:** Coat, £420, Claudie Pierlot. Shoes, £700, Elie Saab. Bag, Pierre Hardy, model's own. Necklace, model's own. Cuff, £1,161, Chanel



*'Style is a question of attitude.
With the right mindset you can
wear what you want'*

Anne-Laure wears:
Dress, £385, Rykiel by
Sonia Rykiel. Shoes,
Senso at Vestiaire
Collective, model's
own. Bag, £1,095,
Saint Laurent >



Betty wears: Jacket, £455, LaMarque Collection. Top, £65, Rykiel by Sonia Rykiel. Skirt, model's own. Necklace, as before

*'A leather jacket is a must
for any Parisian girl'*

Betty Autier

LEBLOGDEBETTY.COM

732K FOLLOWERS

My favourite brands are Giuseppe Zanotti – I love everything glittery and eccentric, so it's my go-to for shoes *and* clothes, I also like Isabel Marant for her eclectic style and Stella McCartney for tailoring. When it gets cold in Paris (which is often), Shrimps (at Colette, 213 Rue de Saint-Honoré) has the best faux-fur coats.

The ultimate French style staples are basics – American Apparel (especially T-shirts, leggings and vests) and Cos for comfortable but chic workwear. I like to base an outfit on neutrals, so only ever buy T-shirts in black, white or grey. I'm most comfortable in a slightly oversized style. I'm also rarely seen without a pair of Nike trainers; my favourite are the Nike Air Cortez.

For special statement pieces I just love a leather jacket. Michael Jackson is my style icon. I have a red leather jacket just like the one he wore for *Thriller*. It's vintage and I got it from eBay almost 10 years ago for \$100. It's one of my best-ever investments. A black leather jacket is a must for any Parisian girl; I have a statement Acne jacket that's very simple, but the shape is perfect and I can wear it with everything.

For hidden gems try Kiliwatch (64 Rue Tiquetonne). It sells a great mix of new and vintage clothes, and is the perfect place to hunt for a bargain. It stocks a lot of high-end pieces, the vibe is really cool and the staff are nice and friendly.

A perfect day in Paris would be spent browsing around the 2nd district; it feels quite undiscovered and has lovely boutiques and markets where you can pick up beautiful flowers and some fantastic cheese. Tom Greyhound (19 Rue de Saintonge) is a great concept store that stocks clothes from

designers such as JW Anderson and Jil Sander. Rue Saint-Denis is also a lovely area, and one of the oldest streets in the city. The best bakeries are on Rue Montorgueil: a quaint street lined with restaurants and cafes.

My culture tip is a visit to the Catacombs (Place Denfert-Rochereau). It's scary, but if you've not been I'd recommend going there as soon as you arrive! You also can't visit Paris without sharing in our love of food. We have some of

the best restaurants in the world. For breakfast, I love Claus (14 Rue Jean-Jacques Rousseau). The pizzas at Grazie (91 Boulevard Beaumarchais) are delicious for lunch too. Parisians are known for sitting beside each other, rather than opposite, so we can watch everyone else go by as we eat.

Above: Betty wears: Coat, £420, Tara Jarmon

Makeup Louise Wittlich. **Hair** Martine Peguet. **Fashion Assistant** Natasha Miles. ♦



A man in a white t-shirt stands in the center, holding a smartphone in his left hand and a green beer bottle in his right. He is looking directly at the camera. To his left, a woman with blonde hair in a shiny, metallic top and dark pants looks towards him. To his right, a woman with dark hair in a patterned crop top and jeans looks towards him. They are in a bar with a stone wall and various bottles in the background.

Inside the new two

Has the dating-app revolution created a new breed of toxic bachelor? To find out, Alex Harris joins them on the hunt...

If pack

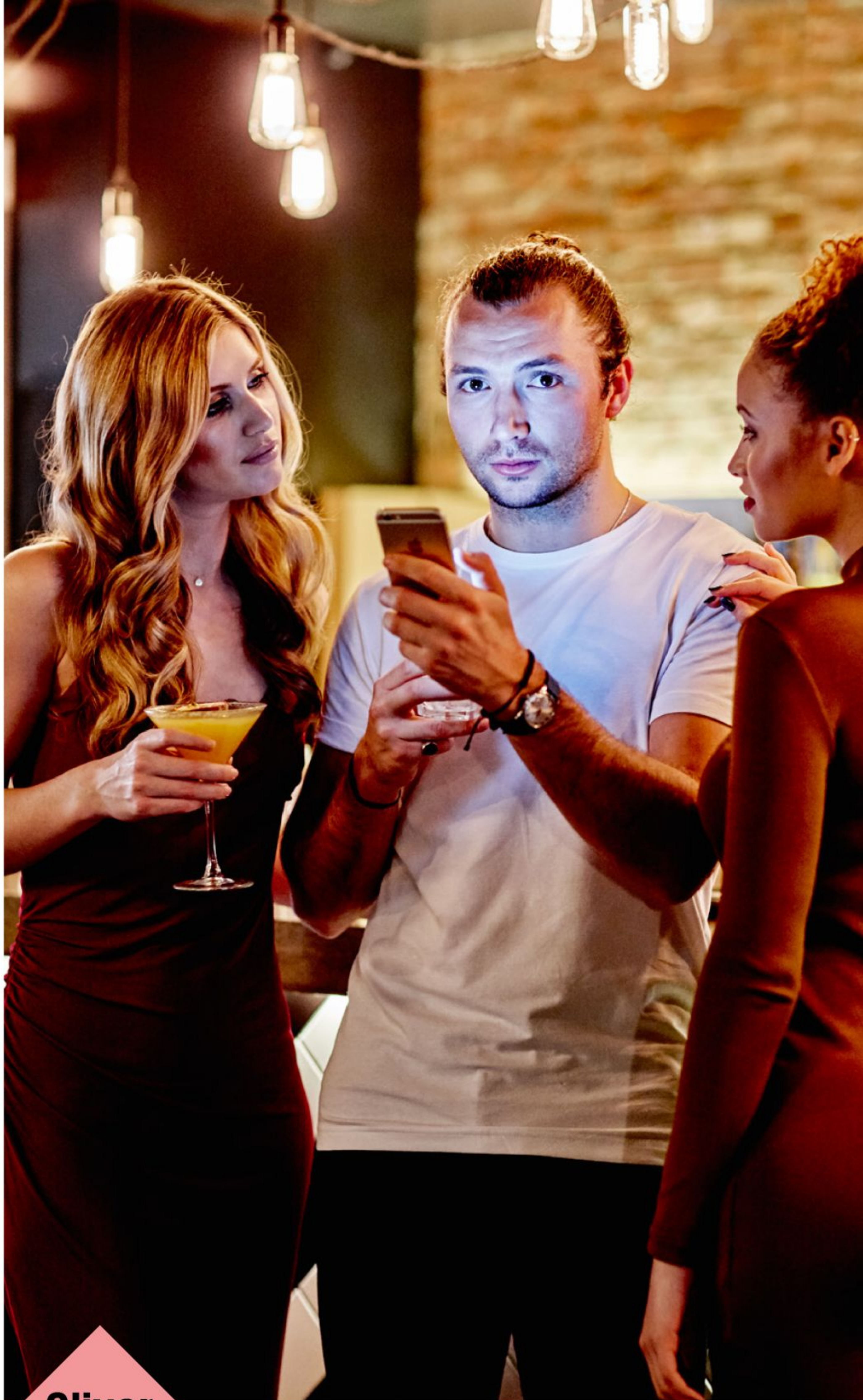
In an office bar, illuminated by the blue-grey hue of iPhones, are the handsome faces of four late-twenties Londoners. Oliver, Dominic, Matt and Pete have clocked off to meet women. Oliver I know. He's loud; not lacking in charisma. A head turner. And yet tonight, like so many nights, he forgoes the pulsating crowds around him and lets his finger do the talking. These men are on Tinder – all smiles, jostling and right swipes.

Adding to the increasing number of chaps in bars focusing their energies on the tech in their palms instead of the in-the-flesh women around them, the men I'm sharing beers with are, so far, poor company. "It draws you in," says Oliver smilingly, turning to display the image on his screen (a perky, young-looking brunette, suspended impossibly between pout and smile) as if waiting for me too to be caught in its tractor beam. "Bet *she'd* draw you in," comments Pete. Laughter.

The scenario might strike you as odd. But looking at the figures (there are over 91 million dating-app users globally, with two in every three of those male, according to GlobalWebIndex) it appears that this is actually highly usual. Whether you like it or not, the dating landscape is unrecognisable from what it was five years ago. The question is, though – on a societal level, as individuals, as supposedly monogamous creatures – are we better or worse for it?

"Gotta go," Oliver announces, rising and downing the last of his beer. "She's keen. Don't want to leave it too late; work at seven."

Tinder is an undoubtedly speedy transaction: swipe, match, chat, drinks, sex. The ease of it all was what stood out for me, a week prior to this night out, when I spoke to Dr Gwendolyn Seidman, a professor of psychology specialising in relationships. I wasn't willing to go into this sexual safari unarmed, so Dr Seidman offered some much-needed insight. According to her, it's the game-like simplicity that gives apps such as Tinder their billion-dollar appeal. "They're easy to use and offer instant gratification when compared to other ways of meeting people," she told me. "They give us the sense that there are lots of potential



Oliver
"Gotta go,
she's keen. Can't
leave it too
late – work
at seven"

mates out there, along with the power to choose which ones appeal to us."

NO TIME FOR ROMANCE?

Perhaps it bespeaks my personal unsuitability to it all that, while playing the swan-necking voyeur over Oliver's shoulder, all I can think about is how 17th-century metaphysical poet Andrew Marvell might well approve of Tinder. His poem *To His Coy Mistress* bemoans the time wasted on courting; questioning why he can't just get down to the deed with his lady

straight away. This bar is full of ‘mistresses’ whose potential coyness makes them too much like hard work for these men. It was an issue for the poet in the 1650s, and is a bigger one still for these libidinous Londonites. Life in the capital plays out doubly fast; time’s winged chariot hurries near indeed, and Tinder is a modern solution to that age-old problem: who has enough hours in the day for romance?

Me? I’m far from a romantic – a consensus held by most of my exes and friends – but to my mind this whole process still seems depressingly perfunctory. I can’t help questioning what this is doing to my friends, both male and female; how it’s affecting men in general; what it might do to me. My girlfriend being something of a traditionalist means I have to find out vicariously, which is why I find myself lustily drinking in the behaviour of Dom and Matt as they gawp at a particularly popular profile on Pete’s phone. Matt swipes left on Pete’s screen to a roar of laughter. It appears they’re doing all this for love of the bants as much as anything else.

Tinder is (obviously) a colossal success – and products can’t prevail if there isn’t a market for them. Dating websites have been big business for years (the UK dating industry is estimated to be worth over £300million), but paint into that landscape a generation of time-poor, internet-savvy millennials, and the picture is one of a world ready for the sort of instant digital hook-ups afforded by the likes of Tinder.

I’m introduced to one of those millennials, 26-year-old fashion photographer Sam. “I got into Tinder because I found it hard to meet people when I first moved to London,” he tells me, away from the crowded end of the bar. “I’m not one to go over and speak to girls somewhere like this,” he says, gesturing around him. “But I’m comfortable over text or whatever to start it off.” He also makes the pertinent observation that if you were born in the ’80s or ’90s, winky-face emojis on MSN or MySpace were probably an intrinsic part of your flirting



Sam
“There’s a presence people create for themselves online – a persona”

STAR SWIPERS

Because famous people get lonely too...



LEONARDO DiCAPRIO

Yes, it seems pretty unlikely. But a source told a US publication that the actor was “hooked on Tinder”.



KATY PERRY

“I’m really deep on Tinder,” the star said in 2014, after splitting from John Mayer for the 1,653th time.



LILY ALLEN

In 2014, the married singer tweeted: ‘Just discovered Tinder. *Waves goodbye to life*’



LINDSAY LOHAN

outed herself when she posted a screenshot of her brother’s profile, saying, ‘Look who I just found on @tinderapp...’ Pot. Kettle. Black.

repertoire. “There’s a presence that people create for themselves online – a persona,” he says. This attitude is indicative of the theory of accelerated intimacy – the idea that by seeing countless pictures of people and at times conversing with them, we feel we’re getting to know them. Whether that means we’re quicker to *sleep* with them, though, is a matter of opinion.

THE GOOD, THE BAD AND THE SELFIES

Woody Allen once quipped, “Sex without love is a meaningless affair. But as far as meaningless affairs go, it’s pretty damn good.” Later in the evening, I meet Charlie, a 29-year-old recruitment consultant from Birmingham, for whom the abrupt end to a nine-year relationship meant that such meaningless affairs were damn good indeed. Charlie was – and arguably still is – on the rebound.

“Two hours after we broke up, I was on Tinder,” he tells me, by his tone not totally unaware of the brevity of the timescale. “I’d been in a relationship for so long that I didn’t feel in the right headspace for meeting girls... y’know, talking to them in bars.” He qualifies this by stating he has that confidence now; a result, he says, of the frequent ego boosts one enjoys from success with dating apps.

And Charlie has found considerable success. The number of his Tinder conquests is beyond his mathematical memory. Suffice it to say, he’s done well (or terribly, depending >

on your moral compass). "I was never a dick about it," he insists. "I wouldn't go in just for sex, although I wasn't ready for much more. But I've not yet met someone and thought, 'I want to go out with you.'"

So frequent have Charlie's liaisons been that he's even established his own patterns and rules. "You learn what to do, what not to do," he says. "I've been on day dates and I don't do that anymore – it's boring." I presume this is because it leads to nothing sexual, but decide not to probe him on it. "Never eat on a first date," he continues. "I eat like a pig and I don't want to see her eat either. The best dates are fun ones, when you get absolutely pissed." This 'fun' is what drew him in after his relationship and kept him hooked thereafter. "I just wanted to sleep with as many people as possible. Not in a bad way; it's just how I felt."

To the experts, Charlie's predilections, like those of many Tinder users, aren't so much generated by the app as facilitated by it. Some men are just programmed to seek out sexual conquests, they argue, so apps providing access to hundreds of women were always going to appeal. As Dr Seidman reasons, "People looking for quick and easy hook-ups are probably more likely to gravitate toward Tinder because it makes it easier for them to do precisely that."

Back at the table, it's just Dom and me as the others get the drinks in. I learn he's around 45 dates into his relatively new Tinder habit. In the interests of research, I'm decidedly blunt: how many dates resulted in sex? I ask. "It's crass to keep score," he says with a wry smile. "It's not just about sex, but you do have to go in with an open mind. Sometimes you don't 'click' but that can be fun too. It's like going on a job interview, trying to find common ground."

He insists he never sets out just to get laid. "If it happens, it happens. I have friends who get into sending, er... explicit pictures and all that, but that's not for me." However, the privacy of the moment does yield some more intimate stories. "There was this one girl who loved pink; she took me back to hers and was wearing a pink nightie and had a pink bed with pink walls and a pink bike. It was terrifying," he recalls, looking slightly shell-shocked. "Then there was the girl who turned up an hour late – she'd just rolled out of bed and clearly hadn't had a shower. Somehow we ended up back at hers, where she proceeded

WHEN SWIPING RIGHT GOES WRONG

Everyone has a Tinder horror story tucked up their sleeve...

"We arranged to meet at Covent Garden Tube station. He turned up, took one look and clearly didn't fancy me: 'I don't have time for a drink anymore, but I'll walk you to Leicester Square station.' (It was three minutes away). What a gent." **Louise, 32**

"I went for drinks with a guy and when I arrived, he was sat on a barstool. We had a great night but when we went to leave, he stood up and he was so short he didn't even reach my shoulders. His profile had said he was almost 6ft!" **Jenny, 26**

"We started sending flirty messages but things soon fizzled out. A few weeks later, I was moving into a new flat-share, rang the doorbell and guess who answered the door? My Tinder match. Most excruciating of all? The other tenant was his girlfriend. True story." **Jess, 29**

to give me a tarot reading and told me I was going to have loads of babies. Safe to say we didn't have sex."

DANGEROUS LIAISONS

But Dom's isn't the most disturbing story I hear during my evening of Tinder rubbernecking. Towards the end of the night, I'm left talking to 23-year-old journalist Louisa, who recounts a scenario that could preface a Stephen King novel, in which a man she met on Tinder arranged a 'date' in a pub in the middle of nowhere. "I thought it was a bit weird, but I was drunk and not thinking straight," she says. "When I arrived, I was surprised to see there were two of them. The one I'd arranged to meet was silent; his friend did the talking. The conversation led to tattoos and the silent man – older than I'd expected – lifted up his shirt revealing a tattoo of Death having sex with a woman. I was out of there..." The gravity of the situation didn't kick in until later. "Do you not see your behaviour as risky?", I ask. She pauses, looks at her hands. "Yes." We both reach for our drinks.

Without admitting it to herself at the time, Louisa was on Tinder to find something more lasting than a one-night stand, and laments the fact that everyone using the app appears to be 'rebounding'. But to conclude that these apps and websites get in the way of woman's collective scheme to lure all men into commitment is to assume incorrectly that all women want that in the first place. And yet for those who *are* looking for relationships, it does present a quandary: the numbers are there, but are the good intentions?

"Men are more likely than women to seek out casual sex with strangers," says

Dominic
"It's not just about sex, but you do have to go in with an open mind"



Dr Seidman. We can chalk that up to high testosterone and primal instinct, even with something as modern as a dating app. “So men would be more likely to use Tinder for that purpose,” she adds. But this chicken-or-egg debate still leaves the waters somewhat murky. Clearer, however, is the disparity between the sexes when it comes to how these apps are approached. Of all of the female Tinder users I spoke to, not one admitted to seeing it as a route merely to casual sex. Apart from Sam, every male user said the opposite.

So dating apps aren’t necessarily the big red button to start the romantic

TINDER BY NUMBERS

100 MILLION
downloads since the app launched in 2012

1.4 BILLION
swipes a day

9 BILLION
matches made

90 MINUTES
The average time each day users spend on the app

12% OF TINDER USERS
are already in a relationship

47%
How often men ‘swipe right’ - compared to 15% for women

apocalypse; rather, a modern mechanism by which slutty men can continue being slutty men. One guy I speak to, Rob*, agrees that he wouldn’t get half the amount of sex he does if it wasn’t for Tinder. “I see myself as an averagely attractive man, but I’ve found that provided I speak to enough women, basically 100% of the people I meet end up being one-night stands,” he says. “There’s normally just an unspoken rule that it’s a one-time thing and it’s what you’re on the app for.”

But while these technologies might be influencing our behaviour (and ostensibly turning the everyman with £5 in his bank account into a lothario of Hugh Hefner proportions), by the same token they also open up connections to a roster of humans with whom you wouldn’t otherwise interact. It’s a sign of less romantic times ahead, maybe, but it’s not the end of the world. According to internet-behaviour psychologist Graham Jones, “It might seem like these apps have changed dating, but they haven’t really. Before the internet came along, research showed that people still made decisions about who they would like to date very quickly indeed.”

I’m left with Matt and Pete, both seemingly unlucky in love tonight. I don’t know where Dom’s got to. Oliver is long gone. A thought lingers like thrush in the brain – something I can’t quite scratch or let go of. I weave my way to the top end of the bar to shout over the music to Charlie. “One more thing: do you think Tinder has changed you?” I yell. “Good question,” he says. “My parents, they, uh...” he pauses. “They think I’m a slag. I guess I never thought I’d become a man whore. I do it out of boredom now. I can’t go a week without knowing where the next thing is coming from.”

“So, you’re addicted?”

“Definitely.” ♦

BEHIND THE SCENES

Author Alex Harris



“Researching this feature proved a rather lonely business, as it involved spending time with people almost perpetually ensconced in their phones. I mean, some users barely even look up. And that’s what struck me most: pursuing sex via your phone is a solitary experience. Give me crowds and face-to-face interaction any day.”

Would
you
torch
your
MOST
TRAUMATIC
memories?

Scientists predict that within the next five years we could eviscerate our most painful memories. But if you could, would you?

Tanya Gold looks back and decides



1985

I am 11 years old. I am curled up on the window ledge at school. I can feel the comforting heat from an ancient, fat radiator. I feel safe and warm. I have a pad and a pen in my hand. I stare at the page, which is empty, and I have what seems to me an incredible thought. I will be a writer. If I am a writer, I can write my own story.

I wind backwards to my first significant memory of loss: the death of my guinea pig, Mr Fluffy. Even as a young child I tended to idealise males, and to impart to them characteristics they did not, and would never, have. Mr Fluffy was not fluffy. He was tedious and slightly angry, probably as a result of an incarceration he had no say in. He had escaped his garden cage – for sex, I think I heard my mother telling a friend pitilessly on the telephone – but was now adrift in the suburban streets of Surrey, like a character in a Quentin Tarantino film populated solely by guinea pigs. I knelt at the broken cage, examined the hole and wept melodramatic tears. “Mr Fluffy!” I heard myself howling, and was pleased with the noise I made because I sounded, to myself, like a grown-up. Grown-ups, I knew, shouted, wept and threw things. I was six but I was growing up and I was proud of it. I now knew loss.

I tell you this not because I think you might have Mr Fluffy – the average life expectancy of a guinea pig is five years, and he would be 37 now – but because it seems possible that soon science, with its breezy optimism, may enable us to erase bad memories forever.

Last year, two scientists implanted a false memory into a mouse. It was a bad memory for the mouse – an electric shock, in fact, in a black box;



a CIA/rendition-themed memory – but I suppose the nights in the south of France and dancing at the after-party for the mouse Academy Awards will come later. So here it is, in the late-capitalist night – the possibility of the perfect expression of consumerism. You can buy a memory you never even had, to replace one you do not want. It is surgery for the

soul. The only thing that comforts me, as I contemplate this awful idea, which amounts to the eradication of identity – for what is identity, as the novelist Julian Barnes pointed out, but memory? – is that I will not be able to afford it. A new soul sounds more expensive than new tits. Unless, and this is worse, it becomes a government-sponsored programme,



Tanya at various stages of growing up. Some of these smiles hide painful memories but, she says, she would never choose to erase those memories: they've helped make her the person she is today

and a mystery to myself. I am an idiot. There is a green blanket on me, and a doctor on either side. I can see the lights on the ceiling. I am about to abort my first child.

Further back, another clutch of memories, which brought me to that

point: I do not know who the father is. I tell all possible candidates (there are three). Two flee. The third says, "I'm sure it's mine. I'll say anything to convince you to have an abortion. But if you don't want one, I'll support you." I go to live with a friend. I drink vodka every day. I read *It*, a horror novel by Stephen King, twice. I do my final exams. There is a tin of rotting dog food in the fridge. It is covered with flies. I remember the smell of decay in the hot, bright summer.

And then I am on the gurney. I am breathing very hard. I am frightened. I do not know, yet, the significance of what I am about to do, but I sense it. Things are rushing out of my control. The baby is slipping away from me. I drowned him – I know it's a him, with absolute certainty – with vodka. And soon he will be gone. A nurse holds my hand; she says something soothing, which I do not remember.

The anaesthetist administers the drugs. He – she? – counts down from 10. I try to fight it because that is my nature. I pass out at seven. When I wake up, I demand sausages. I am no longer pregnant.

What is the purpose of this memory? Well, I could say it's the only

way I have of mourning my first child. If I didn't have this memory, he would never have existed at all. To which you might say, wouldn't you rather forget something so painful? No. As I grow older, and the cult of youth calls me dead (I'm 42), I find I don't want to hide from myself. If you cannot make peace with your memories you cannot be happy; removing them is not the same thing. This memory triggered, later, a lot of other bad memories, because experience is a spectrum: one bleeds into the next; if one is removed, the next will not make sense. To remove a memory could be called another thing: auto-amnesia. I can only think it's too late for that. I would be someone else then, oblivious to myself.

1984

I am 10. I am in the corridor at school with Mr Mingham, my English teacher. He has kind eyes and a ginger beard. He introduced me to Shakespeare and made me play Helena – the self-loathing one in *A Midsummer Night's Dream* (he had a sense of humour). Once, when I wrote a spoof Enid Blyton story in composition, he was so angry he scribbled all over it in red pen and gave me the worst mark I have ever had. Now, that is a painful memory. I am staring at my shoes and telling him that my parents are getting divorced.

He stands in silent solidarity with me. Words are his business, but he has none today. This is not really a bad memory; it replaces a memory I will not write about, because it's too painful, and it's not really my story. It concerns my parents. >



which, among other things, will tell the public they agree with it.

So here, to commemorate the possibility of their passing, is a collection of my most feared memories. The idea that I might lose them makes them more precious. They are my self, and I need them. I am no one without them: not a human being, because there is no friendship without empathy; and not a writer, because there is no writing without experience.

1997

I am lying on a gurney in Kingston Hospital. I am 23 years old, a drinking alcoholic, and three months pregnant. I have a little pregnant belly, and shocked eyes; I am young,

'I need my memories. I am no one without them'

1993

I am 19 years old. I have just started at one of the grandest and most famous universities on earth. It looks like an ancient castle and it is my redemption. I can become a new person with a new page. I can rewrite everything. I am pretty, I am young and I am on an adventure, which appeals to my snobbery and my pseudo-intellectualism. But I am also stupid. (The young have firm flesh and lovely faces, and they need it because they are idiots.) And, if I am a princess on a quest (I am already using too much marijuana, and my world is brightly lit, with shadows) I am under a dark curse. Although I do not realise it yet, I am insane.

Today, I have decided I am in love. Love, to me, feels arbitrary, but it isn't; I am seeking pain, the echo of divorce. Perhaps because I know this, I am a coward. I cannot be direct. I do not know how to ask for love. So I go and get drunk on Pimm's, which is a child's drink. I go round to his room. I bang on the door. He will not let me in. I remember screaming and banging on the door. The college authorities are called.

Before I slip into blackness – or what alcoholics know as 'black-out': a state where you are awake, and screaming, but you remember nothing – I think, vaguely, 'I am losing my mind.' I already know, even at this point in my life, that there will be payback for the marijuana, but I thought I would only get stupid. I didn't think I would go mad. And that's the problem with addiction. By the time you realise you're trapped it's too late. There are lots of memories like that. They are all different; and they are all the same.

2001

I am 27. I am in a bar in Denmark Street, London called the Tin Pan Alley Bar. I am here to buy cocaine from a handsome man. I buy it, and I take some. I feel incredibly high, and lustful. I still do not know how to ask for love. But that's OK. The cocaine will do it for me. Two boys follow me into the toilet. We take the cocaine. My cocaine. It's important to me to emphasise: it was my cocaine. I paid for it. And then we have sex, or a kind of sex. I remember the terror as I annihilate my remaining boundaries. I remember the lust too, and the enjoyment. But mostly I remember thinking that if I do not stop using drugs I will die. Later, I am thrown out.

A few weeks after that, I am watching *The Third Man* with a friend and occasional lover: a self-absorbed and brilliant historian who, because his subject was the second world war, did not take my problems very seriously. This made me feel safe, and semi-functional;

'I remember thinking if I do not stop using drugs, I'll die'



I may be fucked up but I am not in Auschwitz. He is 30 years older than me. I am not thinking about *The Third Man*. I am thinking about the Tin Pan Alley Bar. And, halfway through, I turn to him and say, "I think I might be very ill." Addiction is an illness of denial; I date the beginning of my recovery at that moment. He turns to me and says, "Shush." When I think about this now, I laugh. Without the Tin Pan Alley Bar memory, I wouldn't have *The Third Man* memory, and the memories afterwards: of stopping drinking and using drugs; of becoming a writer people sometimes read; of falling in love with my husband and our child; of beginning, slowly, to be able to look in a mirror. Remove those memories and I would be a stranger to myself, and there has been too much of that already. ♦



BEHIND THE SCENES

Tanya Gold

I found writing this piece initially terrifying, then exhilarating; now I am just glad I did it. Women internalise shame so much; it's natural, like wearing shoes. How would life be if we could forgive ourselves for the things we have done wrong?



THE FRAGRANCE FOUNDATION

National Fragrance Day

Monday 21st March 2016



#ScentMemories

Your stories through scent...

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Catwalk-ready HAIR

Britain's Next Top Model has strutted back on to our screens in spectacular style, and we're loving the swish factor of this year's contestants. Want to know the secret behind their camera-ready hair? It's all thanks to Head & Shoulders...

Cutting it as a model in today's fast-paced fashion industry is no mean feat. Walking in a straight line wearing skyscraper heels, fighting constant jetlag and having as many Instagram followers as Cara and Kendall is just the start. Whether they're on the catwalk, in a studio or attending a showbiz event, it's tough work being under the constant watchful eye of the world.

A model's crowning glory plays a big part in her on-screen presence, especially within the context of a hot hair shoot – which is why the partnership between *Britain's Next Top Model* and Head & Shoulders makes total sense. We were lucky enough to get a behind-the-scenes glimpse of episode

'A model is responsible for maintaining the health of her hair and scalp long after the cameras stop rolling'

seven's Head & Shoulders shoot (because we're sneaky like that!). This demanding task pushed the six girls to demonstrate everyday confidence in line with the famous hair brand's dual-benefit message: flake-free and beautiful, model-worthy hair. The brief required the girls to spot a guy,

decide they liked him, then find the confidence to walk on over and get chatting. Sounds easy? Don't be so sure...

Hair care is as paramount to getting gorgeous glossy locks as the styling products used in the makeup chair, especially as a model is responsible for maintaining the health of her hair and scalp long after the cameras stop rolling. "I've worked with models for years, and their hair is often under





a lot of stress from being overstyled and overheated day after day,” explains celebrity stylist Ben Cooke. “It’s important they keep their hair in tip-top condition – and healthy hair starts with a healthy scalp.”

Models shouldn’t have to make a choice between a shampoo that gives them beautiful hair and one that keeps their scalp healthy. Happy hair, happy model – it really is that simple.

So with the contestants’ hair primed and prepped, and the shoot brief clear in their heads, all that was left to do was dig deep and find their inner confidence. Roll camera and... action!

The gorgeous girls have been under the watchful eye of four in-the-know judges ever since episode one aired in January, including previous contestant and model Abbey Clancy and fellow model Paul Sculfor. Joining them are fashion guru Hilary Alexander and celebrity photographer Nicky Johnston. We don’t blame the girls for

not wanting a hair out of place with such a distinguished panel of fashion and entertainment industry experts, especially as 82% of models surveyed agreed they’re at their most confident when their hair looks good.

But with over 50% of the population having experienced dandruff at some point in their life, catwalk stars are

‘Models shouldn’t have to make a choice between a shampoo that gives them beautiful hair and one that keeps their scalp healthy. Happy hair, happy model – it really is that simple’

by no means immune to it. And even for those not in the public eye, a flaky scalp can have a significant impact on our daily confidence levels. Having hair you’re proud to show off allows you to live life to the maximum, without those

constant mirror checks. With this in mind, Head & Shoulders active technology counteracts the symptoms of an irritated scalp, making it the perfect base for styling products and a beauty staple for an aspiring model’s kit. So who will be crowned Britain’s Next Top Model and win that coveted contract? It’s all in the hair, as far as we’re concerned...

AN ESSENTIAL FOR EVERY BEAUTY BAG

In an age of information overload, people are still confused about what it takes to get healthy, great-looking locks. Your scalp should be considered the foundation of healthy hair, and requires the same TLC as the rest of the skin on your face and body. Once you start caring for your scalp, great hair will follow – but some cosmetic shampoos just don’t work hard enough when it comes to addressing an unhealthy scalp and fighting flakes. Head & Shoulders makes flakes a thing of the past for those who love to swish! The brand has also launched limited-edition versions of its Smooth & Silky Shampoo and Conditioner, featuring exclusive illustrated packaging, for those who want to pretty up their bathrooms as well as their hair. Tune into *Britain’s Next Top Model* on Lifetime TV to see the models-in-the-making battle their way to fashion superstardom. For more information on the products visit Headandshoulders.co.uk.

BRITAIN'S NEXT
top model

head & shoulders



This is Laura
Capon. She is 29,
and this is her
face on a
normal day...



... but now she's
selfie ready.



Is the way we use makeup changing?

Cosmopolitan's Laura
contoured up in the
name of research

How many selfies have you taken this year? A quick scroll through my Instagram feed reveals I've shared a well-edited nine. But my camera roll tells a more truthful tale: one that reveals more than 120

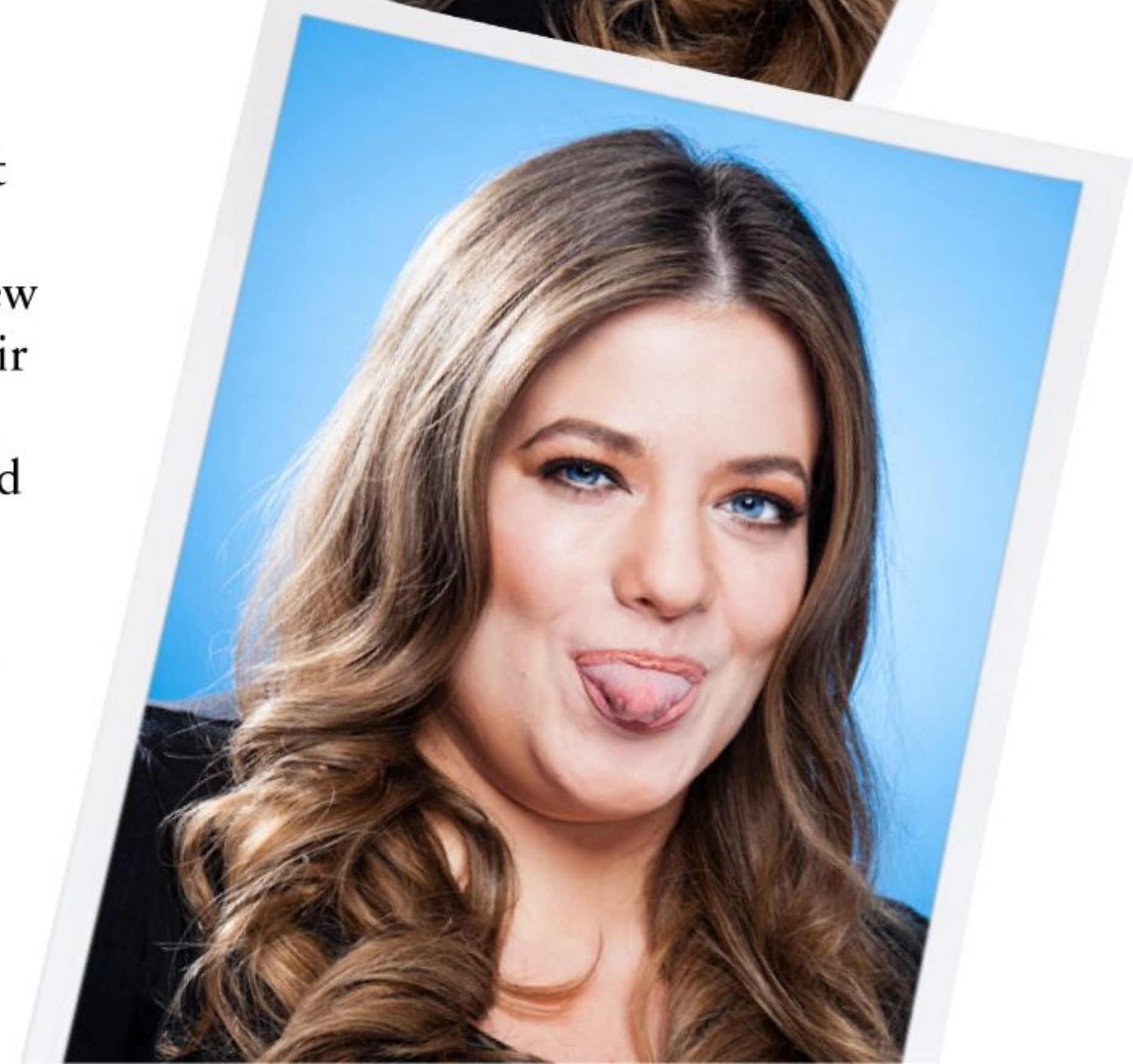
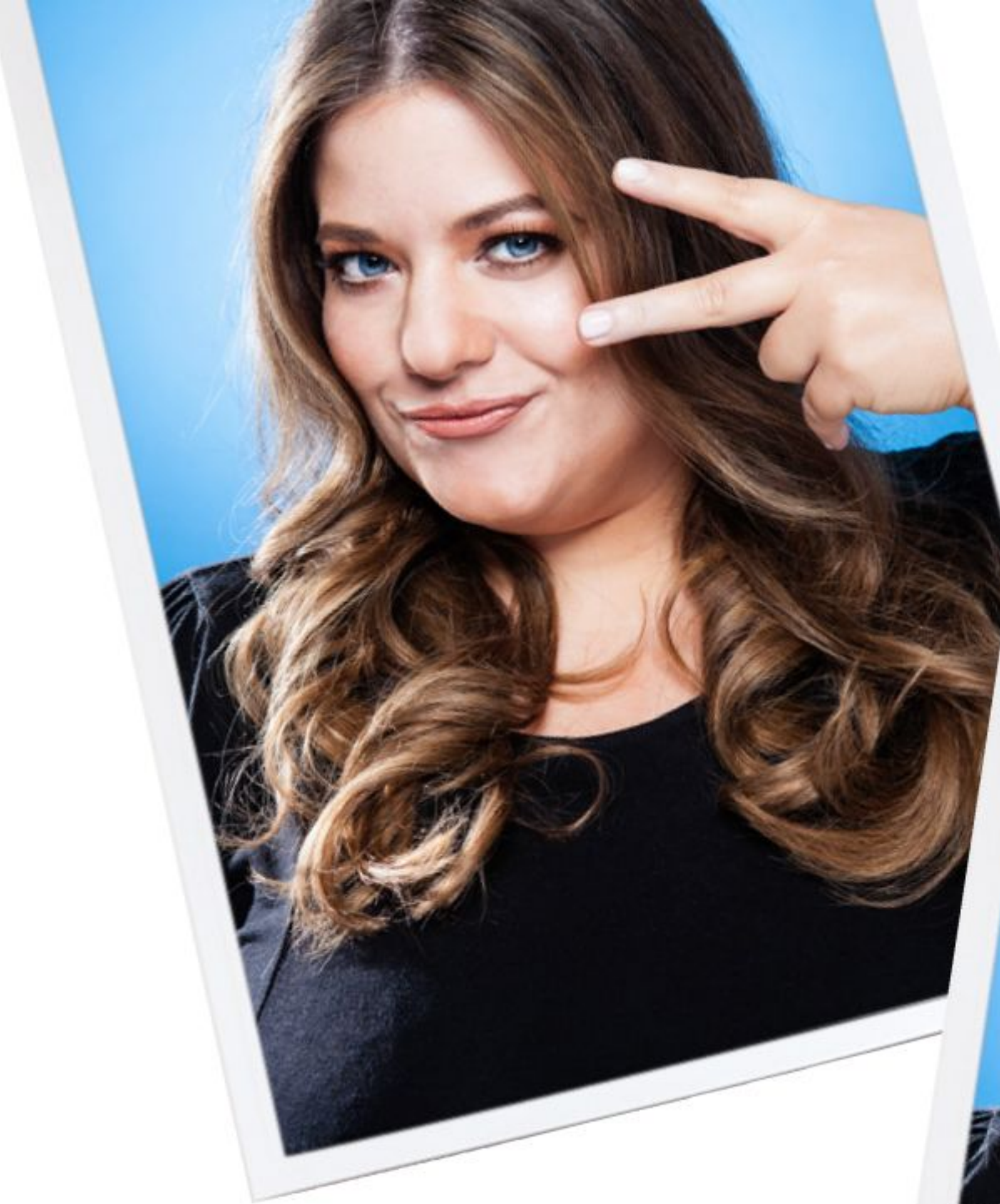
failed selfie attempts.

At 29, I consider myself one of the lucky ones; I grew up offline and all my cringey teenage photos are in a box safely hidden under my bed. Up until I was 18 all my photos were taken at a normal angle. Now that candid snap on a night out is a 12 megapixel, high-resolution photograph that'll end up on Instagram, Twitter, Facebook, Snapchat and god knows where else by the time this story is published. Because that's how we all live now: camera-ready from wake-up to shut-eye. And what comes with that is not only a whole lot of unnecessary pressure on the way we look, but also a huge impact on the way we feel about ourselves.

This is the age of the selfie generation – a league of women for whom the online inspiration is the likes of Kylie Jenner, singers Pia Mia and Ariana Grande, and social-media megastar Huda Kattan – aka Huda Beauty – the 32-year-old beauty

blogger who has more Instagram followers than Barack Obama.

Scroll through any under-25's Instagram feed and you'll see them: an army of selfie clones, all pouting and posing with the most immaculate makeup you've ever seen. This is not the makeup I knew when I was 17; here each brow hair has been painstakingly drawn on, lips are meticulously overlined and Angelina-esque cheekbones are carved out of youthful, plump cheeks. Faces look like something out of Madame Tussauds – and they are all eerily similar. It's



actually hard to find a bad picture of anyone born the right side of 1990. The selfie generation know the art of manipulating their own image. Ask them about their makeup techniques and they'll invoke strange terms such as 'baking' (using a heavy layer of powder to 'set' your concealer for an intensified highlight); 'strobing' (the new buzzword for highlighting), and even 'clown contouring' (literally painting your face like a clown with contour and highlight – seen as a *good* thing in some circles). All these, it should be noted, are not new makeup techniques; they're practices long used by another community – one well versed in the fine art of image manipulation: drag queens.

I'll be honest: it all sounds like a lot of hard work, even for a makeup addict like me. Still, I'm intrigued. Sure these makeup techniques work on celluloid, but in real, organic life? So I've decided to put these makeup techniques to the test. For one week I'll bake, strobe and contour, and Instagram the results. And more crucially, I'll wear this makeup as I go about my everyday life.

SELFIE READY

I start by setting my alarm an hour earlier than normal because what's apparent from these YouTube tutorials (Huda Beauty's how-to contouring masterclasses have over 3 million views) is that some of these techniques take a while to do, not to mention multiple pieces of equipment. We're talking countless brushes, the ubiquitous Beautyblender (a pink, egg-shaped sponge that basically Photoshops your face) – and, er, Sellotape. Yes, really: people are putting sticky tape on their face to get that perfect contour.

Me, I start with the Smashbox Photo Finish Primer Water. I'm not *entirely*



Kylie Jenner – naturally (left) and camera-ready for her close up (below)



sure it isn't just water in a bottle, but hey, it promises to give me the perfect canvas for makeup application – and, as it turns out, it *is* pretty effective. I then follow with another primer to hide my pores (primer is to the selfie generation what kale is to the pert-ass brigade). Foundation-wise I go for Make Up For Ever's Ultra HD Foundation, which is designed to look invisible under a 4k lens, whatever that is. Next I dig out my Anastasia Contour Kit, which is normally reserved for 'out, out' occasions and set to work on my nose. As I blend and blend the dark-brown colour down the sides of my nose, I look in the mirror and marvel at the difference. I now have the 'cute as a button' nose for which Harley Street cosmetic surgeons charge small fortunes. Next I go after my cheekbones. After a 10-minute 'bake' and a bit more buffing with the contour kit,

I've got cheekbones like the white cliffs of Dover. After 45 minutes' diligent application I'm amazed at how different I look. I grab my phone, take a selfie and hit 'share'...

CHANGING FACES

As consumers demand more from their makeup, the industry is having to adapt. Fast. "We brought back our Step By Step Contour Kit due to consumer demand, because it looks so great on camera," says Jill Tomandl of Smashbox. That same demand has inspired other baffling, semi-professional products such as strobe creams, high-definition bases, primers and correctors. It's even forcing brands to change the way they develop and trial makeup: "We've installed a device designed to test how products respond to different photographic conditions, including selfies," says Jill. "Going forward, all products in development will be subjected to such testing."

It's not just Smashbox (although this is a brand beloved by under-25s). The beauty hall is a very different place these days. There is the Too

Faced Selfie Powders palette, which mimics the effects of your favourite Instagram filter, and Becca's Backlight Priming Filter, marketed as a photographic filter in a bottle. High-street brand Miss Sporty has released an entire range (Insta Glow) designed to work like – you guessed it – a photo filter, and there are racks and racks of foundations formulated on the same premise. Meanwhile, Anastasia, Laura Mercier, Maybelline, Barry M, Nars – pretty much every makeup brand >

Selfie survey: the results

Of the 100 women who took part, **33%** spend over 20 minutes applying their makeup every morning, with only **10%** spending less than 5 minutes

Almost a third (**29%**) use Facetune to edit their selfies

45% purposefully apply additional makeup before taking a selfie

Almost half (**45%**) take up to 10 selfies before selecting one to post

you can think of, in fact – has a contouring kit.

“Young women have learnt all these techniques and now want to use the same products as professionals,” says veteran makeup artist Daniel Sandler. “It’s not a new concept; I’ve been contouring my entire career. But any non-pro can contour just with two different shades of concealer.”

DOUBLE-EDGED SWORD

Yet I can’t help wondering whether these techniques are simply a brilliant way for young women to take ownership of their public image, or the tipping point for mass female insecurity.

“It’s a double-edged sword. On one hand, the makeup gives you an instant confidence boost, but it also allows you to ‘correct’ parts of your anatomy that you might see as defective,” says Dr Donna Dawson, a psychologist specialising in personality, behaviour and relationships in young women. “Over time that ‘defect’ will ingrain itself in your mind and can then become a bigger problem.” I can practically hear her shaking her head down the phone.

It’s certainly something I’ve noticed. By day three of my selfie experiment I’ve contoured my nose so much I’m in dangerous Michael Jackson territory. By day five, I’ve even succumbed to Facetune (a photo-editing app, yours for only £2.99, that allows you to slim cheeks, define jaws, enlarge eyes and smooth rogue wrinkles). I basically sliced half my face off to see what I looked like. The answer? A cross between Pete Burns and a Disney princess, with ridiculously smooth Polyfilla cheeks and eyes half the size of my head.

And yet the more contouring I do, the more compliments I’m getting for the selfies I post: ‘*Amazing eyes*’; ‘*So*

beautiful’; ‘*I would tap that*’. The ‘likes’ are getting more gushing by the day. OK, I only get 31 for my heavily contoured selfie number two, but for someone with only 300 followers, that’s a result. In fact, it would have been my most liked photo in history, if it wasn’t for the time I threw aside my dignity and posed for a shot with the guys from Busted...

And it’s not just online I’m getting a reaction; my makeup is going down a storm in real life too. “Ooh, LC, you’re looking really good”; “I love what you’ve done with your face today”... I even had a comment (I don’t think you can call it a compliment) from one of my male colleagues, who said, “You look different. Less shiny.”

But something else is starting to happen too.

At night, when I look in the mirror without the layers and layers of makeup I feel like a fraud. It’s like when someone says your body looks great, not realising you’re encased in seven layers of Spanx. My skin is red and blotchy, the cheekbones I’ve been parading all week lie abandoned on cotton-wool pads, while my nose is revealed as the wider-than-average schnoz I’ve always hated.

Within just a few days of starting my selfie experiment I felt under pressure to please my select band of followers. So what’s it like when your videos and selfies are viewed by thousands – even millions – of people? “I do feel pressure to look made up every day,” says Sabrina,



Ready-for-all-angles singer Pia Mia has grown up under the celebrity microscope



Little Mix’s Perrie looks like a different person



whose Lovelaughandmakeup YouTube channel has over 170,000 subscribers. “Having a smoky eye on a daily basis is totally normal now, thanks to social media. When I have makeup on, I feel I look more like myself; without it I feel vulnerable.”

One of Sabrina’s most popular videos is her ‘Full Coverage Foundation Routine,’ and her honesty is refreshing: “This would be way too much to do all the time, but it’s what I do when I feel crappy about my skin.”

On my final day I try a different tack: I post a completely unmade-up selfie. Slowly, steadily, the comments start to appear. I feel physically sick. For at least four hours I can’t bear to read them... but finally, when fear and vanity get the better of me, I take a look: ‘*Still fit*’; ‘*That skin and those brows tho*’; ‘*Pretty!*’ The likes ratchet up to 23. Not as many as when I had my Michael Jackson nose, but still I’m more than happy. Maybe I’ll try this no-makeup thing more often.

‘Without all the layers of makeup I feel like a fraud’

THE SLAP KIT

Because we *know* you're going to take a selfie, these are the top picks from our photo-ready pros

REAL-LIFE KIT

Too Faced Hangover Replenishing Primer, £27

Charlotte Tilbury Filmstar Bronze & Glow, £49

Hourglass Strobe Lighting Powder, £34

AmazingCosmetics AmazingConcealer Foundation, £27.99

YSL Touche Éclat Neutralizers, £25

SELFIE KIT

Elizabeth Arden Flawless Start Instant Perfecting Primer, £28

Anastasia Beverly Hills Pro Series Contour Cream Kit, £39

Daniel Sandler Watercolour Blush in Icing, £15.50

Make Up For Ever Ultra HD Invisible Cover Foundation, £29

Bobbi Brown Corrector, £19

THE SELFIE EXPERTS

You needn't spend two hours on your makeup to get a half-decent shot.



FLEUR DE FORCE
1,344,209
YouTube
subscribers
My No.1 selfie

tip: "Get the angle right! Aim your camera from just above (think eyebrow height) to make your face look slimmer and your eyes bigger."

My selfie makeup rule: "Go a little more matt on camera than you would usually, as harsh lighting and camera flashes can make you appear more shiny."



SAM & NIC CHAPMAN
1,935,977
YouTube
subscribers

Our No.1 selfie tip: "The key to a good selfie is great lighting. Natural daylight works best, so stand in front of a window."

Our selfie makeup rule: "Avoid foundations with high SPF or high levels of titanium dioxide. They tend to flash back on camera, giving you a white face."



AMELIA LIANA
394,961 YouTube
subscribers
My No.1 selfie tip:

"Be sure to avoid overdefining your eyebrows; it looks extremely obvious on camera."

My selfie makeup rule: "I like to wear a light-diffusing foundation as it looks invisible when applied but evens out your complexion for that 'perfect' skin look." ♦

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SEX AND THE SIM CARD

Fluent in emoji speak? You horny bugger. A new study* shows that those who are partial to an emoji think about sex more than those who never use them – and have more sex, too. If you want the perfect flirty first message, minus a phallic purple aubergine, then dating expert Dr Eric Klinenberg** recommends not starting “an endless chain of flirtatious interactions that go nowhere. Instead, ask a specific question, refer to an interaction you’ve had, and include some humour”. Follow up with a heart-eyed emoji, then watch the ‘Amazon Prime and a good time?’ invites roll in...

BY HAYLEY THOMPSON. PHOTOGRAPH LEO ACKER. *RUTGERS UNIVERSITY AND MATCH.COM. MORE THAN 5,500 NON-MATCH-USING SINGLES POLLED.
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5
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Gayle, Glasgow

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- Nourishes the body with a unique blend of soya, yogurt and honey.
- Contributes to weight loss when replacing two daily meals.
- Maintains weight after weight loss by replacing one daily meal.
- Contains no artificial flavours, fillers, preservatives or stimulants and only naturally occurring sugars. Non-GMO, Gluten-free, Vegetarian and suitable for those with Diabetes.

1. Deibert, P et al (2004). Intl. Journal of Obesity; 28(10):1349-52.
2. König, D et al (2008). Annals of Nutrition and Metabolism; 52(1):74-78.

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MY BEST SEX EVER WAS...

with my teacher



A decade ago, Kate*, now 28, had a schoolgirl crush. Then, one evening, it developed into something a whole lot more...

“It’s probably not a good idea, but...” Ben* had said when I suggested we meet in a pub that evening. Hours later, I was inside his flat and he was inside me. The sex was everything I’d spent months fantasising it would be. He pulled me on top, claspings his hands around my hips and guided me – slowly at first, then faster. Then he held me still, moaned loudly and came. It probably *wasn’t* a good idea, not in theory anyway: Ben was my teacher. And I was his pupil.

Ben had started working at my school after Easter when I was in year 13. At 26, he was eight years my senior. He was tall, with broad shoulders, dark, messy hair and stubble. All the girls fancied him; even the boys thought he was cool.

Since my first English lesson with him – when he wore a shirt that showed just the slightest amount of chest hair – there was chemistry. As he approached my desk I caught a whiff of his musky aftershave and it sent shivers down my spine.

During the weeks that followed I felt as if Ben was watching me more than anyone else in my class.

He’d smile when we passed in the corridor and I would blush so hard my face burned. Instead of concentrating on *Wuthering Heights*, I was fantasising about having him in my bed. ‘He must be so much more experienced than any of the boys at school,’ I thought. I’d slept with two boyfriends from school before – never anyone like Ben. And the wild inappropriateness of his being my teacher made it even more exciting.

Occasionally I stayed behind at the end of the day and we’d talk. He told me he’d just got out of a five-year relationship and had moved into a new place with a mate.

It was as though we were friends, not student and teacher. On that day in June when I invited him to the pub, it seemed totally natural. And although he’d reacted cautiously, he suggested I text him later. We swapped numbers and I smiled all the way home, intoxicated with excitement.

Later that evening we met in a quiet pub. I wore black skinny jeans,

a black vest top and heels in an effort to look sophisticated. Ben ordered a bottle of wine and we talked non-stop. When he suggested another round, I asked if he wanted to have one back at his flat instead. I’d never been so brazen. Part of me sensed he wanted it too; another

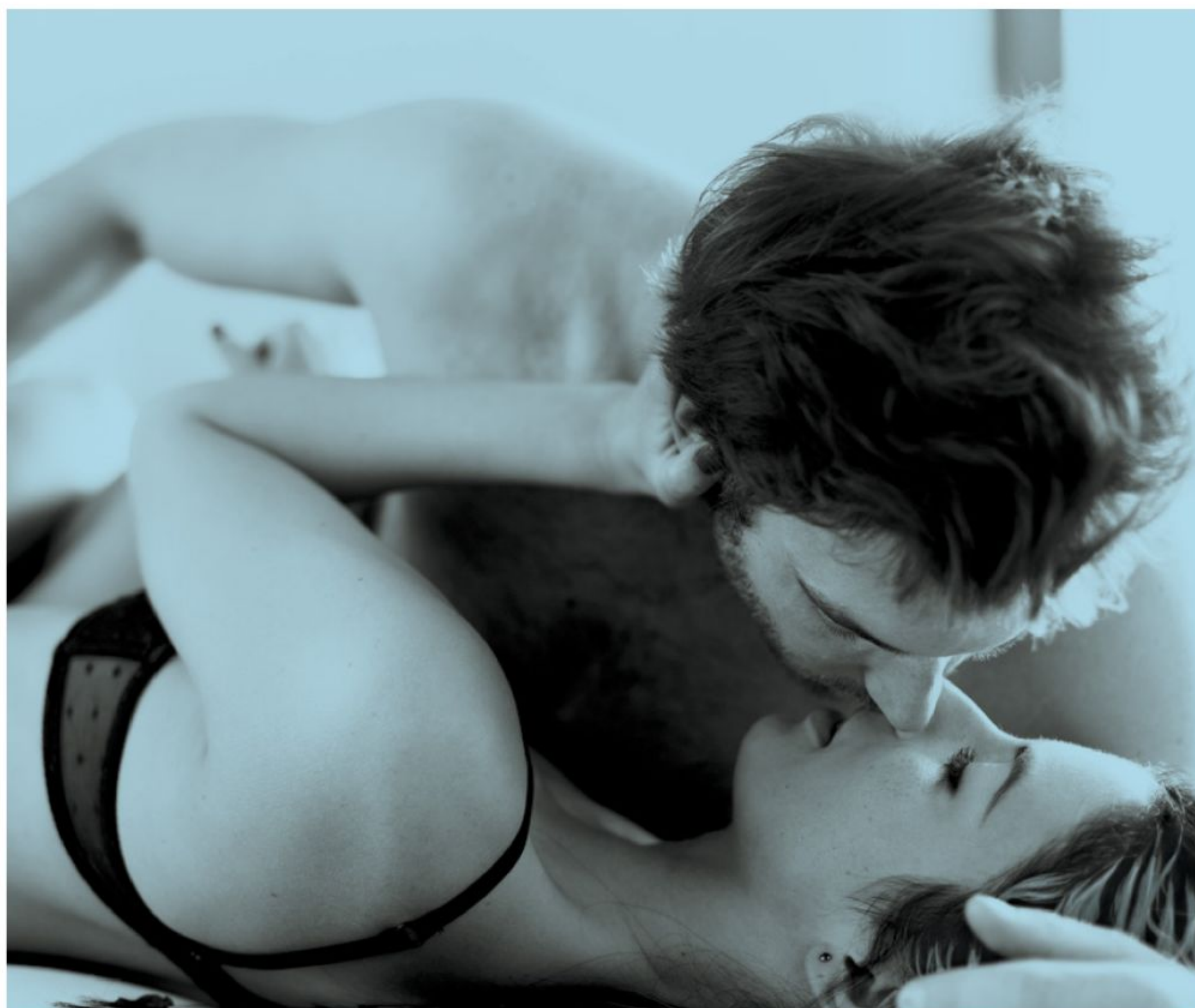
part was worried I was crazy for even thinking it. I held his gaze, waiting for a reply. ‘It’s not that I don’t want to...’ he said, trailing off. I felt embarrassed. ‘It’s a stupid idea,’ I said and got up to leave.

But outside, I felt a hand on my lower back. It was Ben. He turned me around

to face him and kissed me, hard. Without saying a word he took my hand and led me away. Then the nerves kicked in. What if someone saw us? Was this a stupid idea? But I wanted him too much to resist.

Back at his, we sat side by side on the sofa. Nervous, I rambled on about how nice his flat was. I’d never dated someone with their own ▶

‘Was this a stupid idea? But I wanted him too much...’



place before. Ben said nothing; he just took my face in his hands and kissed me again. Goosebumps exploded all over my body. “I’ll get us some wine,” he said, standing up. But I wanted him *now*. I lay back and pulled him down to kiss me.

He held my long hair in a fist, tugging it gently as he kissed me. With his other hand, he unbuttoned my jeans. I sat up and pulled off my black vest top, pleased I’d chosen a black lace bra.

Then he moved down, kissing my thighs, and expertly pulled off my jeans and knickers. His mouth found my clitoris and he licked it, murmuring how much he wanted me. My hands grasped the cushion above my head. Ben should have been strictly out of bounds – but knowing that made it even hotter. I was wet and my usual self-consciousness disappeared. He was in control and I was living the fantasy of every girl at school.

He picked me up and carried me to his bed. I took off his dark blue shirt and clocked his toned body. It

was incredible – he clearly worked out a lot. He unzipped his jeans, took off the rest of his clothes, and then unhooked my bra with one masterful hand. Naked now, he pushed me back and went down on me again. I just wasn’t used to a man being so confident in bed. I arched myself into his mouth, then I orgasmed again. He pulled on a condom and, without a word, lifted my legs up high, towards my ears. I gasped as he entered me – he was big and it was deep. He thrust slowly, and my nails dug into him as I came yet again. “You’re beautiful,” he told me, smiling.

After that, Ben pulled me on top. He had the power, controlling our rhythm, moaning loudly when he came. We spooned for a few minutes, and he kissed my neck sensually, until he was hard again. Then I pushed my bum backwards onto him. He spun me on to all

fours, spreading my buttocks apart as he entered me from behind. It was rough this time, but I liked it. He knew exactly what he was doing and I loved him taking control, wanting me, pleasuring me. His dominance and skill was a turn-on, and as I glanced back at him, he pumped faster and harder. Eventually we orgasmed together. It was so powerful, I was dizzy. Exhausted, I fell asleep in his arms.

When I woke the next morning, Ben was already up making tea. I got dressed and walked into his kitchen feeling nervous, but he gave me a reassuring hug and kiss. I didn’t want to talk about anything serious – it would have ruined it. I told him I had to get going, so he ordered me a cab and I left. Later, he texted to say he’d had fun.

We slept together a handful of times after that, mostly on weekends – I’d tell my parents I was at a friend’s. The sex was incredible every time. We agreed not to tell anyone and to keep our distance at school, though going to lessons

after that night was painfully awkward. We didn’t dare look at each other.

I didn’t fall in love with Ben, but I adored the sex. After my exams were over, I had no intention of seeing him again. I think Ben was relieved. He trusted me, but now he didn’t have to worry about

an infatuated schoolgirl.

I love our dirty little secret, but part of me is sad I know nothing about someone with whom I had such an intense experience. The first time we had sex was the most erotic and passionate night of my life. Sometimes I still think about him when I masturbate... but I’d never tell my boyfriend. ♦

‘I was living out the fantasy of every girl at school’

Women's Health

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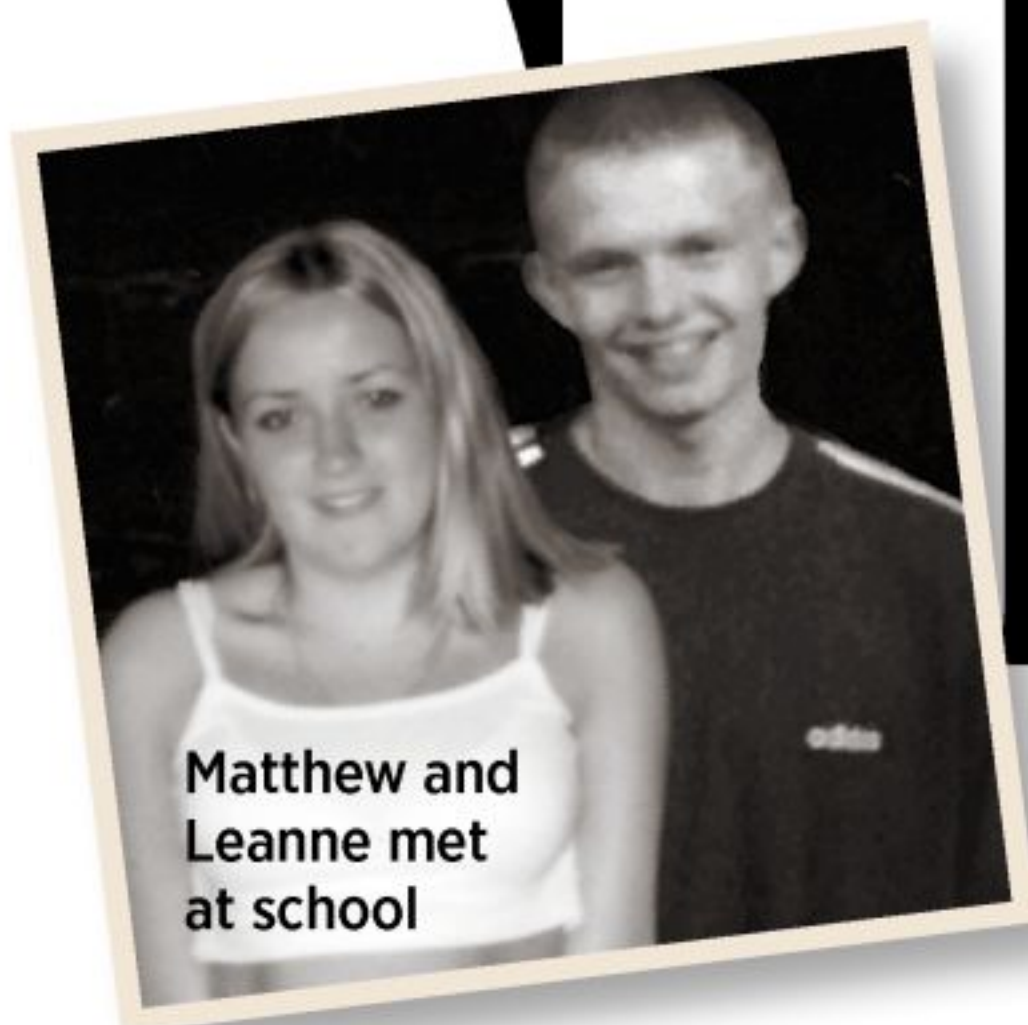


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First



Matthew and Leanne met at school

‘We stand a chance together now’

Leanne Evans, 30, is a graphic designer from Bridgend

Matthew and I met at school when I was 14; something about him just drew me in. We dated for two brilliant years and then, slowly, he became distant. I knew he was leaving to join the Army, and weeks later, while in the park with our friends, he took me to one side and said it was over. I was gutted, but I held it together in front of him – I didn’t want to show emotion, or chase somebody I thought didn’t want me.

After that, we lost touch and both had other long-term relationships. Although weirdly, a few years ago, I bumped into Matthew outside Tesco and he asked me out for a drink – but I had a boyfriend. We’ve never been single at the same time... until now.

Matthew said he was a bag of nerves before our date, but I was just looking forward to seeing him. I was amazed how comfortable we were, having not spoken for so long. We have *loads* in common and talked non-stop. I couldn’t believe some of his horrific stories about the Army; he’s a stronger person now. I always fancied him, but even more so now. I like his broad shoulders and that he’s so manly, yet sweet, too.

Towards the end of the night, Matthew made a move and I was glad to give up a few kisses – it sounds cheesy, but it felt right. Besides, our date was such fun, I’d have been confused if he hadn’t tried!

Matt now works in personal security and still has to go away a lot, but it seems less of an issue now we’re older – I like my own space! So I think we stand a much better chance this time, and I’m really happy we met again.”

Would you see him again?

Yes, I’d like to see how it goes. If Matthew feels the same, I can definitely see something happening. If later on, he wants a relationship with me, I think I’d say yes.



love

*We send
two former
sweethearts
on a date to
see what
happens...*



‘The Army stopped me saying “I love you”’

Matthew Watts, 32, is a bodyguard from Bridgend

Leanne and I started dating when I was about 16. Two years later, I left our hometown to join the Army. Saying goodbye was devastating. I wanted to tell Leanne I loved her, but I hated the thought of making her wait for me. I knew leaving to train for the front line in Iraq would make a relationship difficult.

I found it hard losing touch (there was no Facebook then), but Leanne seemed fine. Whenever I came home, she was in a relationship. Eventually I made myself move on, but I’d often think, ‘What if?’ Only the timing was never right.

It’s been more than 10 years since we last spent any real time together, so the thought of seeing Leanne again made me a nervous wreck. We’d planned to meet in London for our date, but bumped into one another on the train. She looked stunning, and I went into panic mode.

But I needn’t have felt nervous. As we both relaxed I was amazed to discover how many interests we share. We spent hours just walking and talking – and I explained I’m no longer in the Army, but I do work abroad sometimes.

Later, at dinner, things got flirtier. We laughed through the entire meal; the waiter had to come back three times before we looked at the menu. We’ve grown up, but it felt like being teenagers again. The night ended with a few cheeky kisses. I *did* go back to Leanne’s... I’ll say no more. What I will say is I can’t wait to see her again.”

Would you see her again?

Definitely. I think the timing might finally be right and this could be the start of something good. We’ve both grown up a lot, and seem to have more in common now.

UPDATE: 10 days after their date, the pair are officially back together. Woo! ♦

* Would you like to be reunited with your first love? Email us at first.love@cosmopolitan.co.uk.

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WORST DATES EVER

We've all been there...



We'd planned to go fishing, but when I picked him up, all he'd packed was two fishing rods – no bait! I had to sit and watch him dig up worms.

CHARLOTTE*, 30



A guy I met on Tinder told me he'd just come from breaking up with his girlfriend, and had another date to go on straight after ours. Apparently he needed to "check me off the list".

HAYLEY, 25



While watching a film, he nibbled my neck, then whispered that he was a 2,000-year-old vampire. And he was *serious*...

MONICA, 25



En route to the cinema for our date, we stopped at a petrol station so he could sell some drugs to pay for the evening. I never called him again.

EVA, 27



HE BROUGHT HIS DAD ALONG SO HE COULD 'CHECK ME OUT'. IT WAS OUR FIRST AND LAST DATE...

AMANDA, 25



OVER DINNER HE ASKED ME FIRST HOW OLD I WAS, THEN WHETHER I'D EVER CONSIDER FREEZING MY EGGS!

SKYE, 34



Ten minutes into a first date, I received a request on Facebook to approve my 'new relationship status' with him.

STEPHANIE, 20



He told me to pull out a strand of my hair and put it on his plate so he could complain and get free food.

NICKY*, 20



On the drive to the restaurant, he decided to call his ex and ended up having a flirty chat with her all the way there. After he got off the phone, he began to gush about how 'awesome' she was. Ugh!

JESSICA, 23

* Share your dating mares: worst dates ever @cosmopolitan.co.uk

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2016

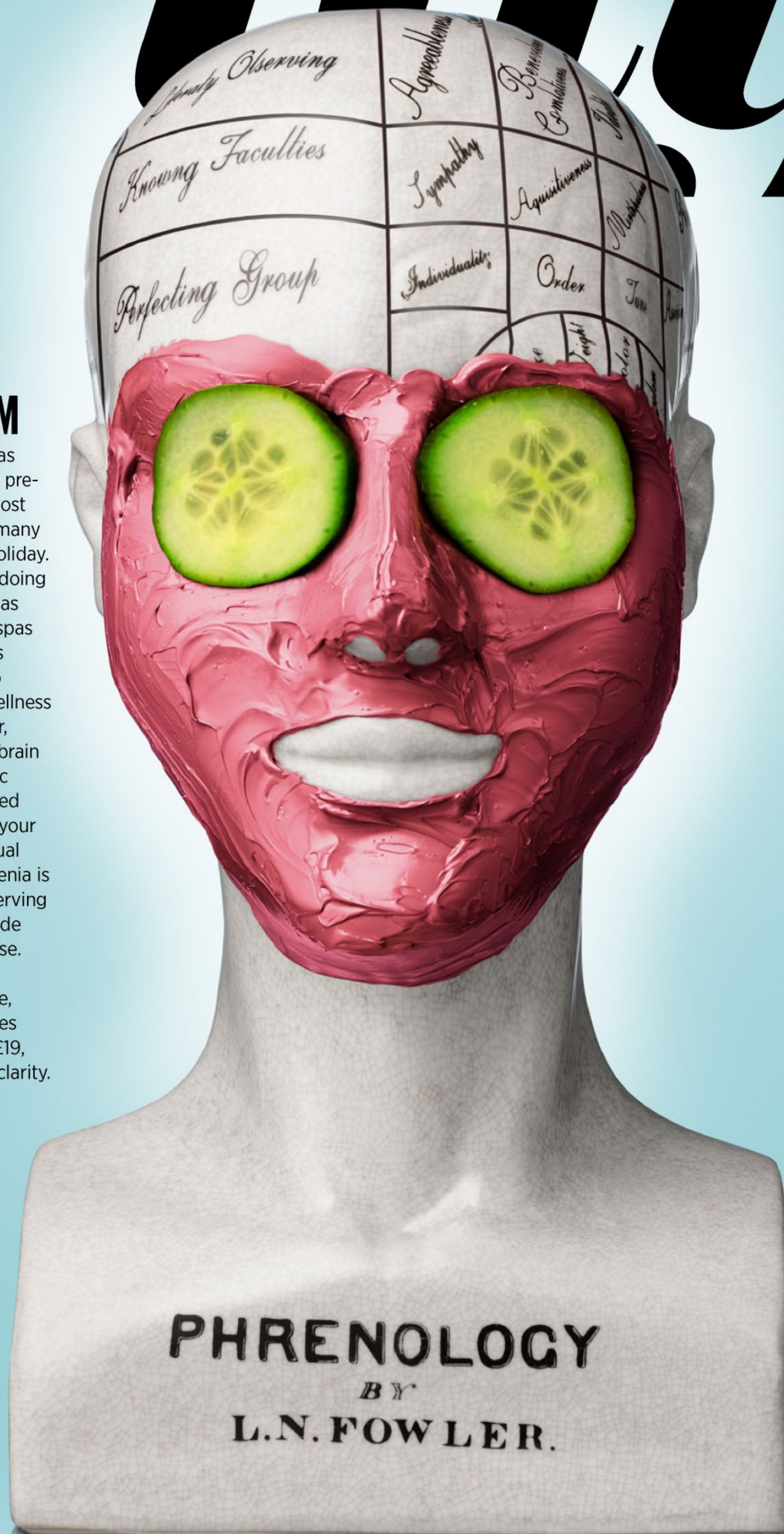
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THINK OR SWIM

Between multiple margaritas and the 13 bonk-busters you pre-loaded onto your Kindle, most of us do our best to kill as many brain cells as possible on holiday. But a growing number are doing the opposite: 'IQ tourism' has *officially* landed. "Smarter spas are a big future trend," says Professor Bruno Ribeiro Do Couto at Alicante's SHA Wellness Clinic. "Lifespans are longer, so we have to take care of brain as much as body." The clinic now offers a technique called neurofeedback to sharpen your mind using sounds and visual effects. Sava Hotels in Slovenia is also on the brain-wagon, serving IQ-boosting foods with a side of intellect-elevating exercise. If a plane ticket is a bit of a stretch for the bank balance, try Aromatherapy Associates Support Breathe Essence, £19, said to enhance focus and clarity. Not to be sniffed at.

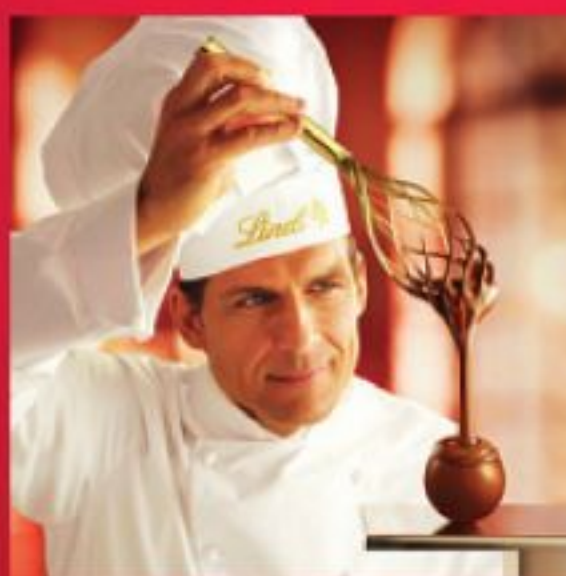


PHRENOLOGY
BY
L.N. FOWLER.



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What do the world's top chefs cook at home? We find out and dish up a recipe that'll give you change from a tenner

Stevie Smith's LAMB RAGÙ



Winter might be behind us, but we're not quite ready to give up comfort food just yet. So Stevie Smith, head chef of Jersey restaurant Bohemia – who won his first Michelin star at just 24 – has created this warming lamb ragù with parsnip purée. The purse-friendly ingredients mean you can splash out on a nice bottle of red to go with it too – bonus!



INGREDIENTS (SERVES 4)

- * 500g lamb mince
- * olive oil
- * 1 carrot, finely chopped
- * ½ onion, finely chopped
- * 2 sticks celery, finely chopped
- * ½ leek, finely chopped
- * 3 garlic cloves, crushed
- * 75g pearl barley
- * 20g tomato purée
- * meat stock cube
- * 1 bay leaf
- * 2 sprigs rosemary
- * 8 parsnips, peeled
- * 4 sprigs thyme
- * 200g packet Swiss chard
- * crispy fried onions, to garnish

1. In a heavy-bottomed casserole, brown the lamb over medium heat, then drain off the fat and transfer the mince to a bowl. Add a little oil to the casserole and cook the carrot, onion, celery and leek for 3-5 mins, until softened.
2. Next add the garlic to the pan with the mince, pearl barley and tomato purée. Then the stock cube with 500ml boiling water; bring to the boil, and stir in the bay leaf and rosemary. Reduce heat to a simmer.
3. Preheat oven to 120°C (250°F, gas ½). When the lamb has been simmering for 10 mins, cover the surface with a circle of baking paper cut to fit, cover with a lid and cook in the oven for 2½ hours.

4. Meanwhile, place the parsnips on a sheet of tin foil, sprinkle with salt and the thyme leaves and drizzle with olive oil. Fold the foil into a 'bag' (this stops the parsnips from colouring) and cook in the oven alongside the lamb.
5. Check the parsnips regularly and remove when soft – this will take from 45-90 mins. Allow to cool, then blitz in a food processor to make a purée.
6. When the lamb is almost ready, gently reheat the parsnip purée in a pan. Serve with the ragù and steamed Swiss chard, scattered with crispy onions if desired.

NO SUPER-YACHT?

no problem

Want to holiday like the super-rich without the sky-high price tag? Here's how to do A-list relaxation on an economy budget...





The trail to the Grotta del Bue Marino (far left). The lobby of the Cervo Hotel (left)

No 1 Sardinia BY AMANDA STATHAM



When business magnate Prince Aga Khan first set foot here in the '60s, he resolved to transform the area into a playground for the unfeasibly wealthy. Now, this rugged emerald coast is dotted with secluded villas (and celeb-stalking paparazzi) and its harbours crowded with super-yachts carrying billionaires, assorted royals – and their lingerie-model girlfriends. But a trip to this slice of high-end paradise doesn't *have* to break the bank.

Book these dates... Forget peak season (July and August); surely no

'sun-kissed glow' is worth that much credit-card debt. Low season – with cheaper flights, temperatures in the high 20s, warm seas and fewer tourists – starts in September.

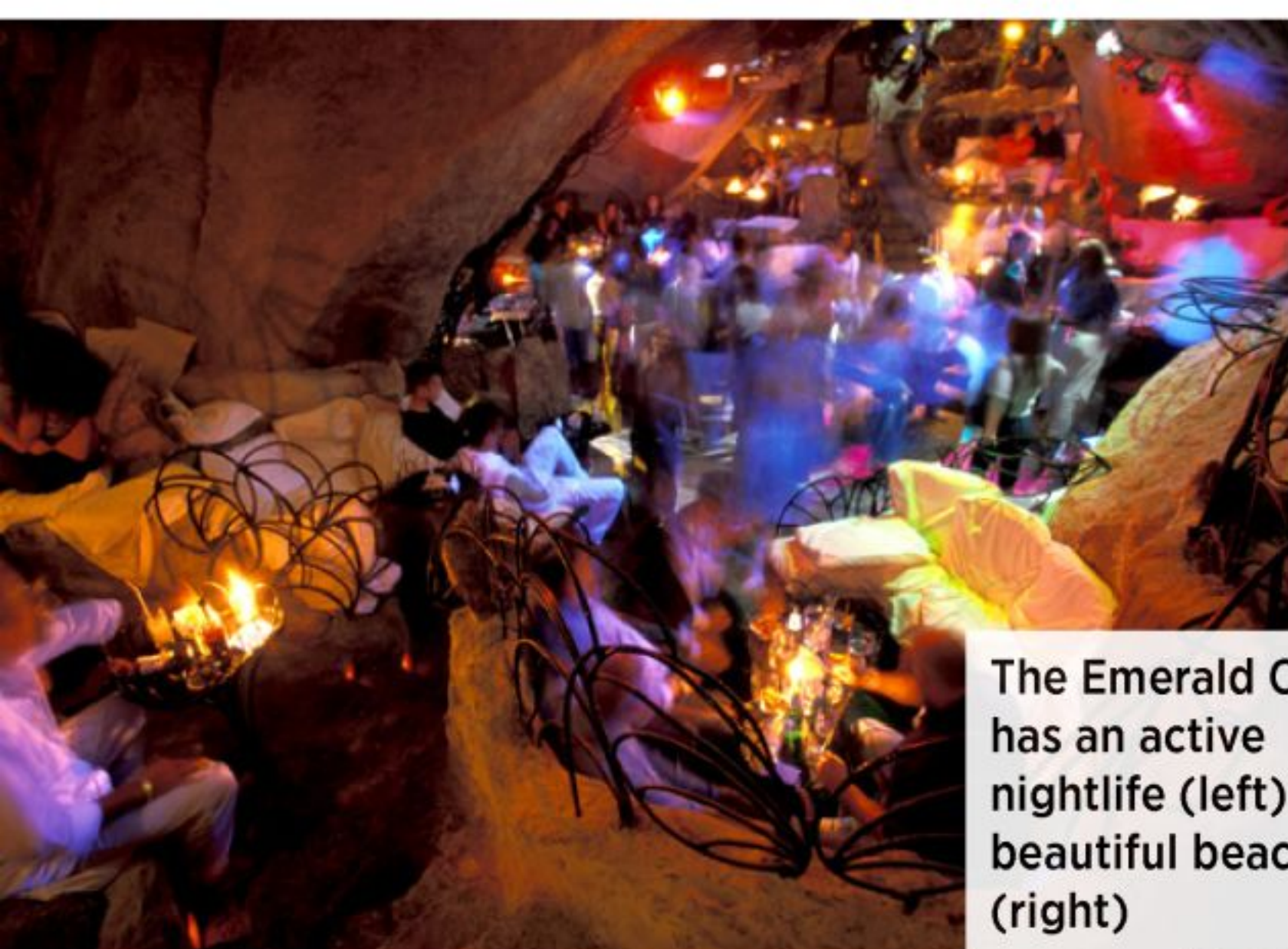
Check in here... If you don't have access to a super-yacht, stay at Albero Capovolto (I-escape.com/albero-capovolto), a boutique hillside B&B with all the perks of a millionaire's retreat (but a much more tempting £100-a-night price tag). For something more central, try Cervo Hotel (Hotelcervocostasmeralda.com), which overlooks the piazzetta in Porto Cervo, from where Formula One boss Flavio Briatore can often be spied sunning himself on his colossal ship. The Presidential Suite is a *tad* OTT at £1,600 per night, but classic double rooms start at £150.

Drink this... A Bellini. But forgo the harbour bars in Lamborghini-filled Porto Cervo (where table service starts from £265). Instead, pay just £11.50 at open-air beach bar and restaurant Phi Beach Club (Phibeach.com), in nearby Baia Sardinia.

Dine at... The rustic Retro Risto Café (Retroristocafeportocervo.it), where dishes start at a mere £8. It's down the road from the island's most famous Il Pescatora seafood restaurant, but significantly cheaper. We can heartily recommend the Sophia Loren: a satisfying mix of fried calamari, prawns and vegetables.

Experience of a lifetime... Beaches on Costa Smeralda are public, meaning not even the burliest celebrity bodyguards can stop you enjoying the emerald waters. Head to Spiaggia del Principe, a perfect crescent of white sand (and the Aga Khan's favourite beach), or take a hike (rather than a helicopter) to the top of Monte Mora – the highest granite peak on the island, which affords pulse-raising views of the sparkling Mediterranean sea. And you don't need a private catamaran to visit Grotta del Bue Marino, a series of huge caves filled with stalagmites and lakes, which are home to the island's rare monk seal.

Holiday hack Albero Capovolto B&B will prepare a picnic (£11.50-£20) of sandwiches made from home-made bread and the best local offerings – complete with Sardinian wine to wash it down – which you can eat at your lounge. That *definitely* counts as private beach dining. >



The Emerald Coast has an active nightlife (left) and beautiful beaches (right)



Souvenirs sold in
Bridgetown (below).
A lifeguards' tower
at Oistins (right)



Drink this... Oligarchs know a rum punch is best sipped on the deck of a yacht, so follow their lead and book a catamaran cruise (£70 through the Sandals concierge). Or pull up a stool and sip £5 rum punches at Scarlet (Scarletbarbados.com), a bright-red bar at Payne's Bay on the west coast.

Dine at... The Cliff and Lone Star are among the favourite eateries of the super-rich, where a two-course lunch will set you back about £100. But an absolute *must* for the more budget-conscious is a stop at Oistins, a fishing town in Christ Church. The Friday night Fish Fry is frequented by tourists and locals alike (apparently Rihanna's a fan, too). You'll find Mount Gay Rum and Coke for £1 and mouth watering local dishes for £5.

No 2 Barbados

BY CASSIE POWNEY

With impeccable beaches, quaint ports and unbeatable rum cocktails, Barbados is a haven for lovers of the finer things in life. Famous folks such as Simon Cowell and Rihanna tend to head west (to the 'Platinum Coast'), staying in a beach-front villa or at the world-famous Sandy Lane Hotel. But the beautiful (and affordable) south side of the island has just as much to offer.

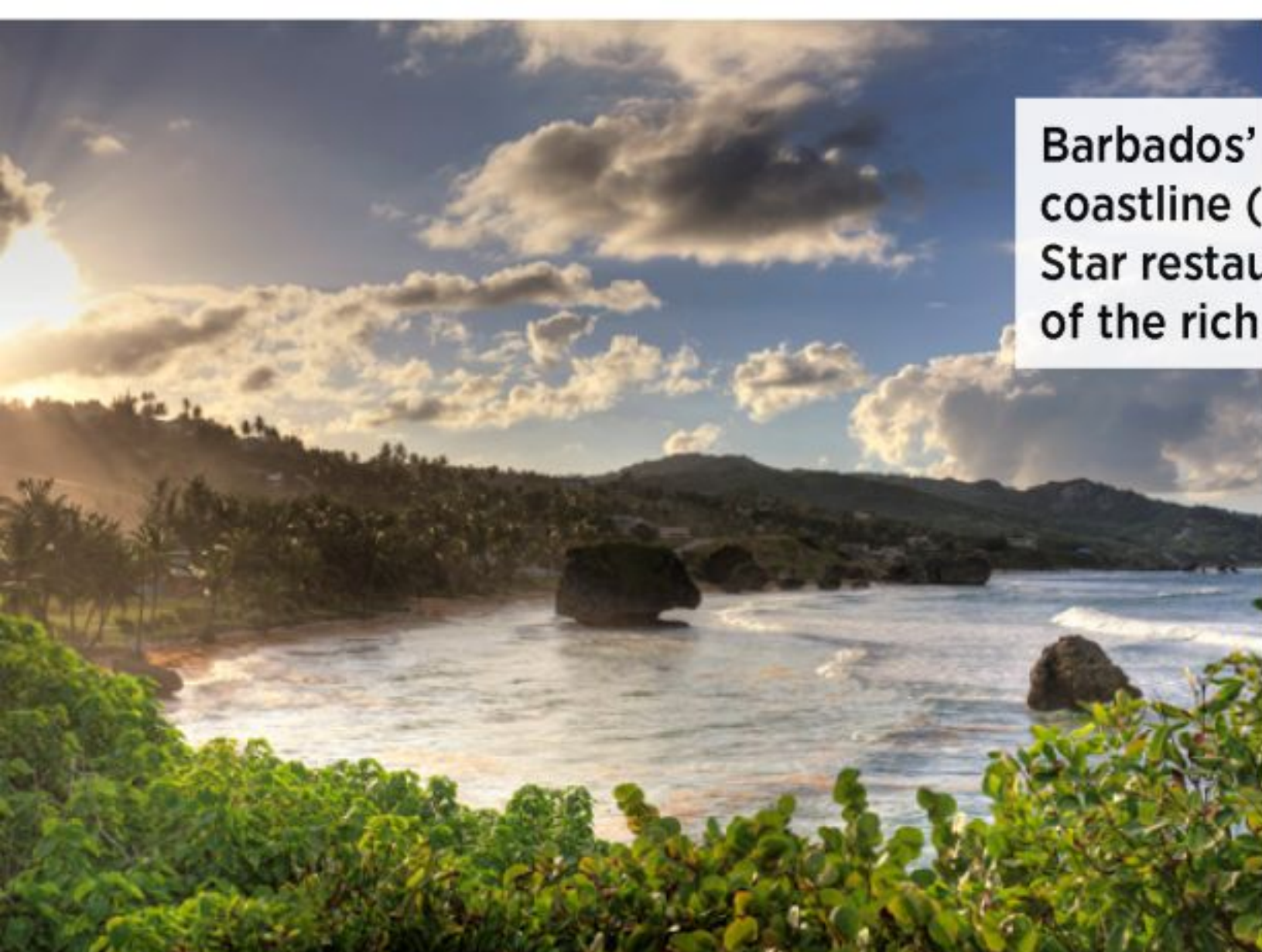
Book these dates... Winter-fearing celebs flock to the island in December and January, pushing up prices. The best time for bargains is May, just before hurricane season, when it's hot and dry but hotel and flight prices fall.

Check in here... In St Lawrence Gap, on the bustling south coast, you'll find the Sandals resort, which has the same jet-set trappings as the west coast without the eye-watering prices (seven nights from £1,531pp including flights, all meals and drinks, Kuoni.co.uk). Its facilities span three villages – and those who want to feel like a six-figure CEO for a day can try the personal concierge service.

We love the 10-bedroom Little Arches hotel too, with its hammocks, four-posters and rooftop terrace. Rooms start from £162 (as opposed to £1,000+ per night at Sandy Lane) and it's a coconut's throw from beautiful Enterprise Beach.

Experience of a lifetime... Head to Harrison's Cave and take a tram tour to the depths of this underground stream system, with breathtaking mineral formations and waterfalls.

Holiday hack Learn to surf, windsurf or paddleboard with award-winning instructor Brian Talma, at deAction surf shack in Silver Sands. Around £50 an hour (Briantalma.pro).



Barbados' stunning coastline (left). The Lone Star restaurant, beloved of the rich (right)





The infinity pool at the Kuramathi resort

NO 3 Maldives

BY HOLLY COOPEY



This archipelago of more than a thousand islands scattered across the Indian Ocean boasts some of the most luxurious accommodation on the planet. Little wonder it's a regular sojourn spot for the world's elite.

Book these dates... Prices drop during the rainy season from May to November, but really this just means sporadic showers and slightly more humidity. Besides, with exhilarating diving options and an abundance of marine life, you'll spend most of your time getting wet anyway.

Check in here... Wealthy sheiks and Russian billionaires stay at Randheli Cheval Blanc (Randheli.chevalblanc.com), where Kate and Wills holidayed, and villas *start* at a cool £1,100pp a night. But we reckon island resort Kuramathi (Kuramathi.com), one of five islands making up the tiny Rasdhoo Atoll, is just as stunning.

With white sand, over-water villas (including views of sharks beneath) and sunset cruises as standard, you'll be swimming in the same warm ocean as the rich and famous, and paddling away quickly from the same bizarre sea creatures. The only real difference is the bill – seven nights with flights from £1,395pp full board, or £1,600pp all inclusive, in May (Kuoni.co.uk). Water villas and luxurious spa treatments are also on offer at the Bandos Island Resort, where seven nights start from just £879pp including flights (Travelog.me).

Drink this... A champagne sundowner is the norm in the Maldives, but while resorts such as Randheli have day beds on the beach to host your £45-a-glass champagne quaffing, Kuramathi is not to be outdone, with the opening of the new Champagne Loft. Curl up in a cocoon chair and gaze out at the Indian Ocean with as many glasses of fizz as you like (if you booked the all-inclusive package).

Dine at... Book a table at Kuramathi's Duniye restaurant for melt-in-the-mouth Wagyu beef; or try Kobe – its amazing new teppanyaki restaurant – or The Reef for spicy tuna. At the likes of Randheli Cheval Blanc hotel you won't get change from £450 for dinner for two. Ouch. But at Kuramathi it's free if you're on the full-board or all-inclusive options, so you can order the best with no stress.

Experience of a lifetime... If you want to splash out (literally), the resort's two PADI dive centres offer world-class excursions; this is one of the few places where you can swim close to the elusive hammerhead shark.

Holiday hack Wealthy types flit around the Maldives by water; you can too as speedboat transfers from Kuramathi to the airport on Malé are included. ♦



You could spot a hammerhead shark (above). A deluxe beach villa with jacuzzi on Kuramathi (left)



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Rug, £680, Amara



Tiles, £99.99 per sq m, Original Style



Biba cushion, £45, House Of Fraser

Lamp, £119.95, Myakka



Mirror, £298, Atkin And Thyme



Bowls, £27 for set of 4, Design 55 Interiors



Hand towel, £36.30, Missoni at Amara

BUDGET



Tagine, £35, Sainsbury's

Rug, £75, Kelaty



Tiles, £29.95 per sq m, Walls And Floors



Cushion, £8, George

Lamp, £19.99, The Range



Mirror, £34.95, Myakka



Bowls, £3 each, Sainsbury's



Hand towel, £5.99, Dunelm

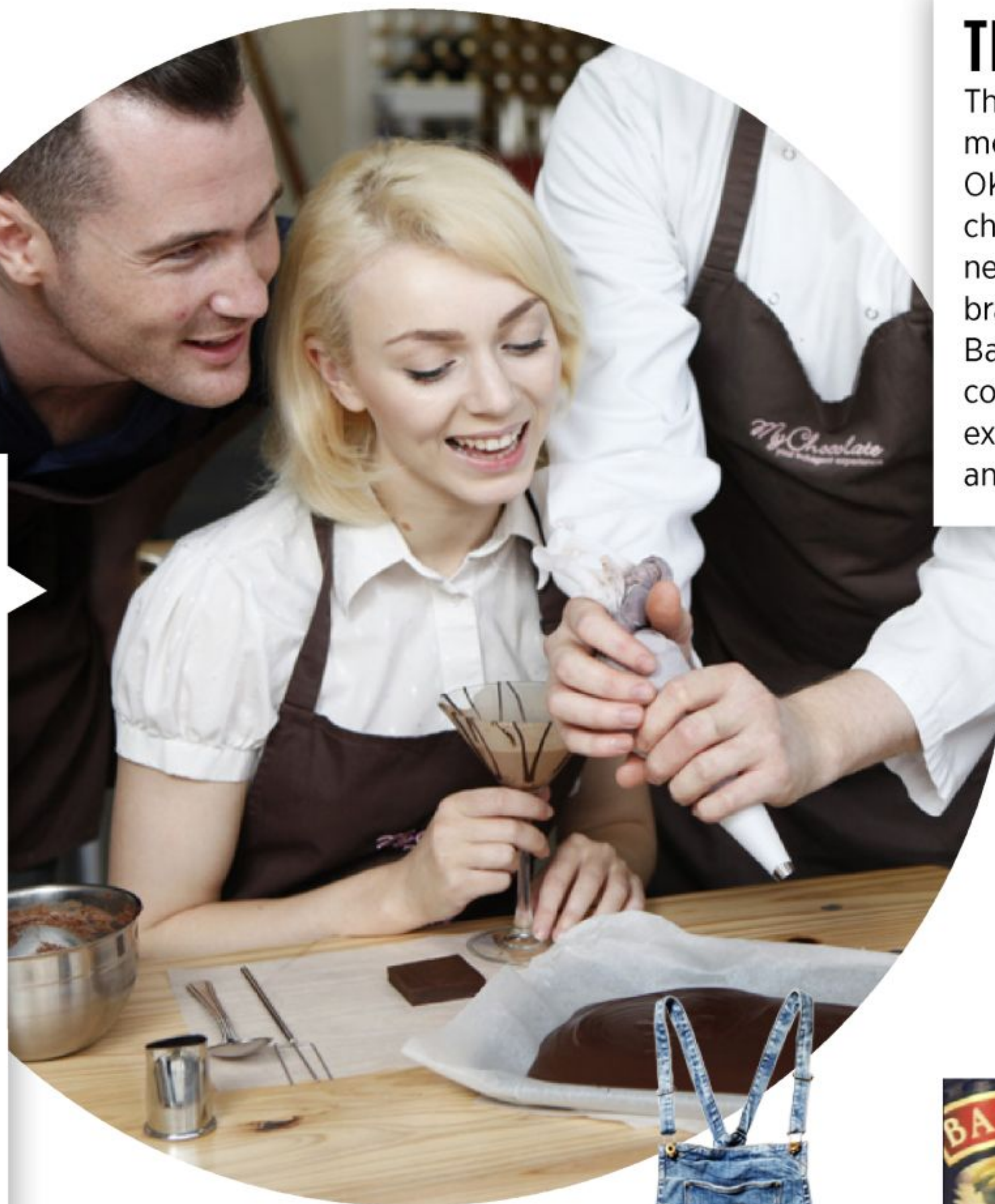
This month we'll be...

Indulging in chocolate. *Cosmopolitan's* **HAYLEY THOMPSON** will be spending Easter with family, friends and food



THE EGG

Easter is the one time I can indulge in chocolate without shame. And what better way than to make my own egg? My Chocolate, in London's Notting Hill, runs chocolate-making workshops and, as my best friend's getting married this year, this is a lovely way to get all the girls together to talk wedding favours and cake! My Chocolate also encourages you to fill your eggs with treats of your own design (as if I needed encouragement), so I'm going to make some delicious truffles flavoured with a few drops of Baileys Chocolat Luxe. Classes start at £49 per person.



THE PLAY DATE

These glorious four days off mean only one thing: family. OK, *two* things: family and chocolate. My niece and nephew are off school so I'll be braving an Easter-egg hunt at Barleylands Farm, in my home county of Essex. I'm predicting excitement-induced headaches and sugar highs. Bring it on.

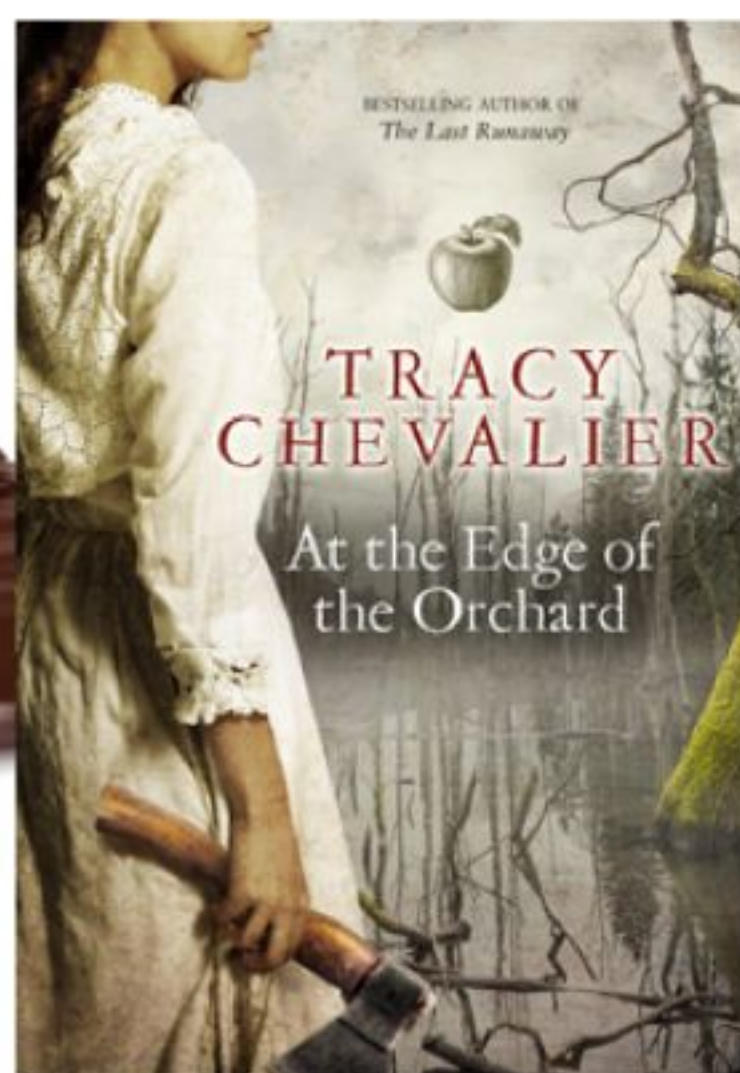
THE COFFEE CATCH-UP

This is the first time I'll have been home since Christmas, so a catch-up is in order. Mum and I will probably snuggle up on the sofa with coffee sweetened with a dash of Baileys, and giggle over the (many) dozy dating faux pas I've had recently!



THE ME TIME

A four-day weekend is the perfect excuse to curl up with a good book. Because who even has time to do that anymore? I'm planning to get lost in *At The Edge Of The Orchard* by Tracy Chevalier – a powerful family drama set in the 1800s. The author of *The Girl With The Pearl Earring* always has me glued to the page, so I can't wait.



THE OUTFIT

From enjoying the great outdoors to gossiping with friends over brunch (mine's an Eggs Benedict), dungarees feel like the perfect springtime choice. I love these from G-Star (£140), which I'll team with my favourite striped tee.



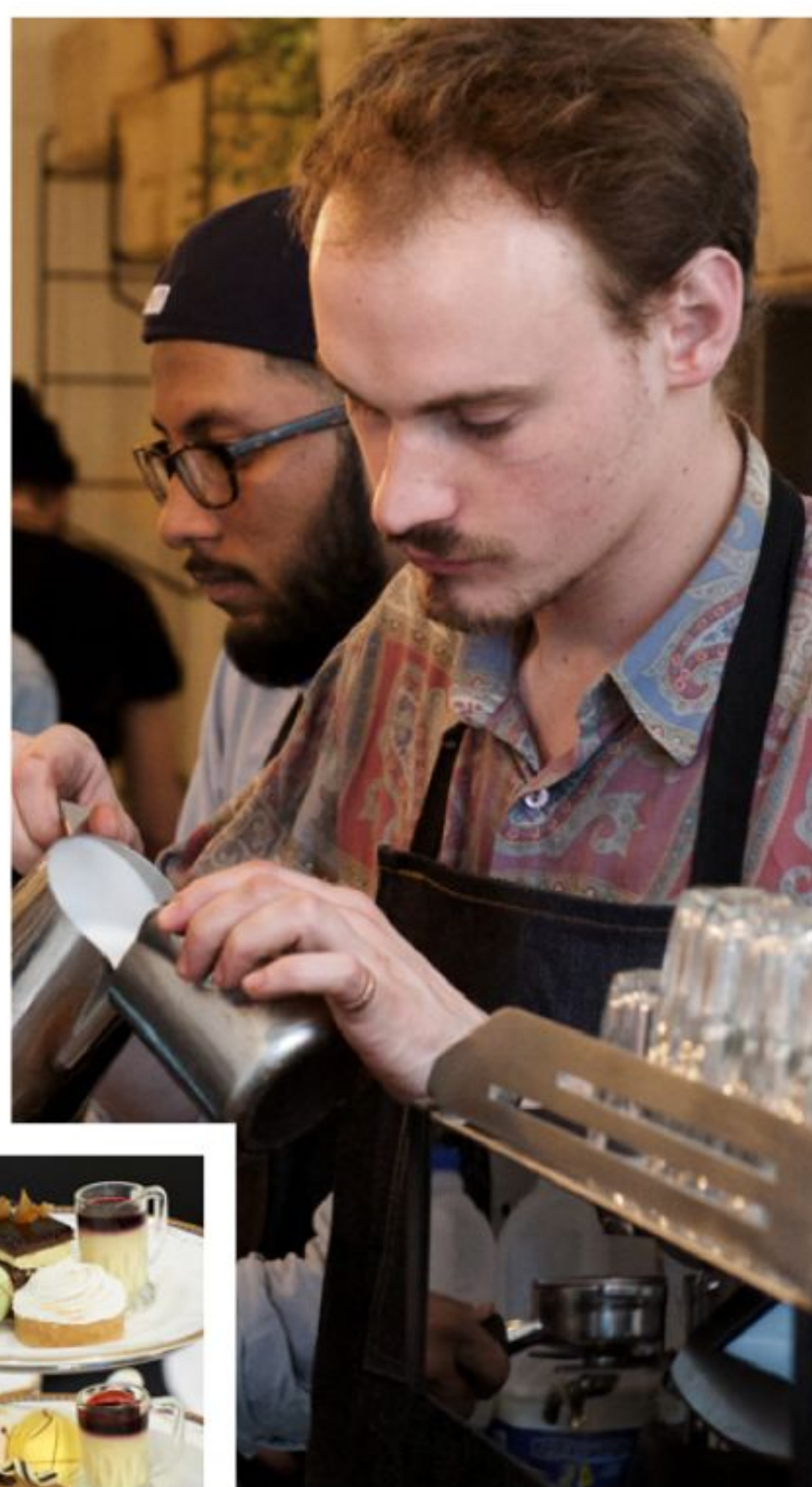
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well as sharing the secrets of making a perfect cuppa at home. There'll be cake, sandwiches and flat white martinis to indulge in too.

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The details

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Where The Waldorf Hilton Hotel, London WC2B 4DD

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drinkaware.co.uk
for the facts

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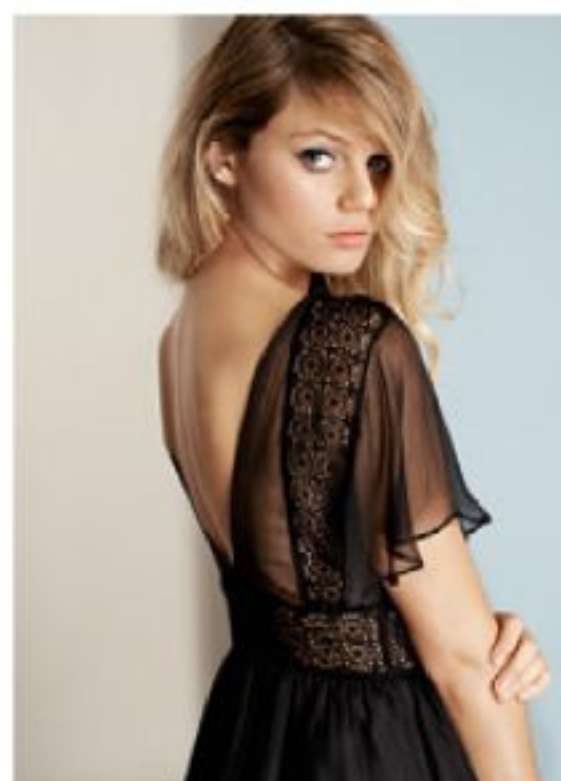
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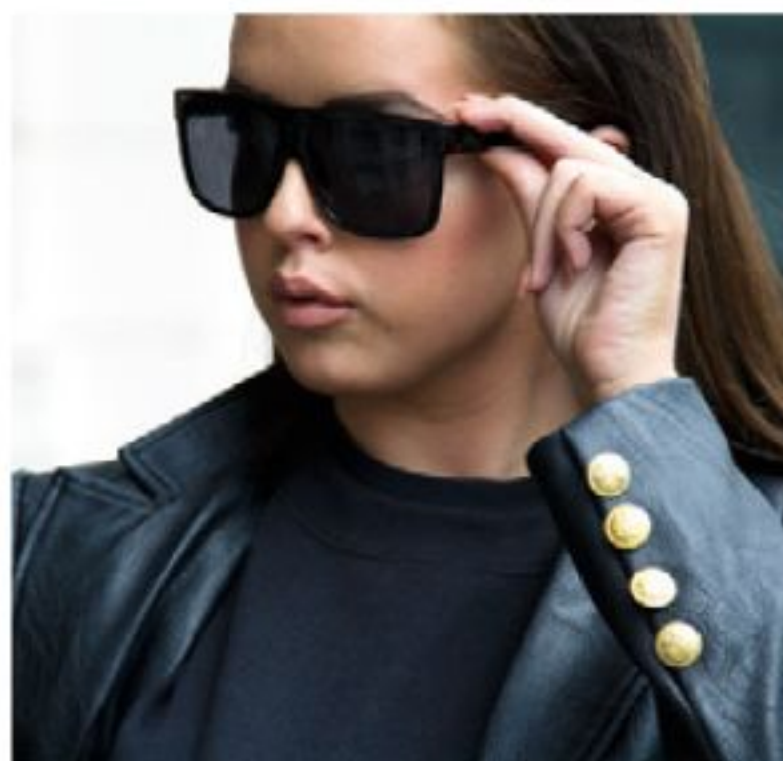
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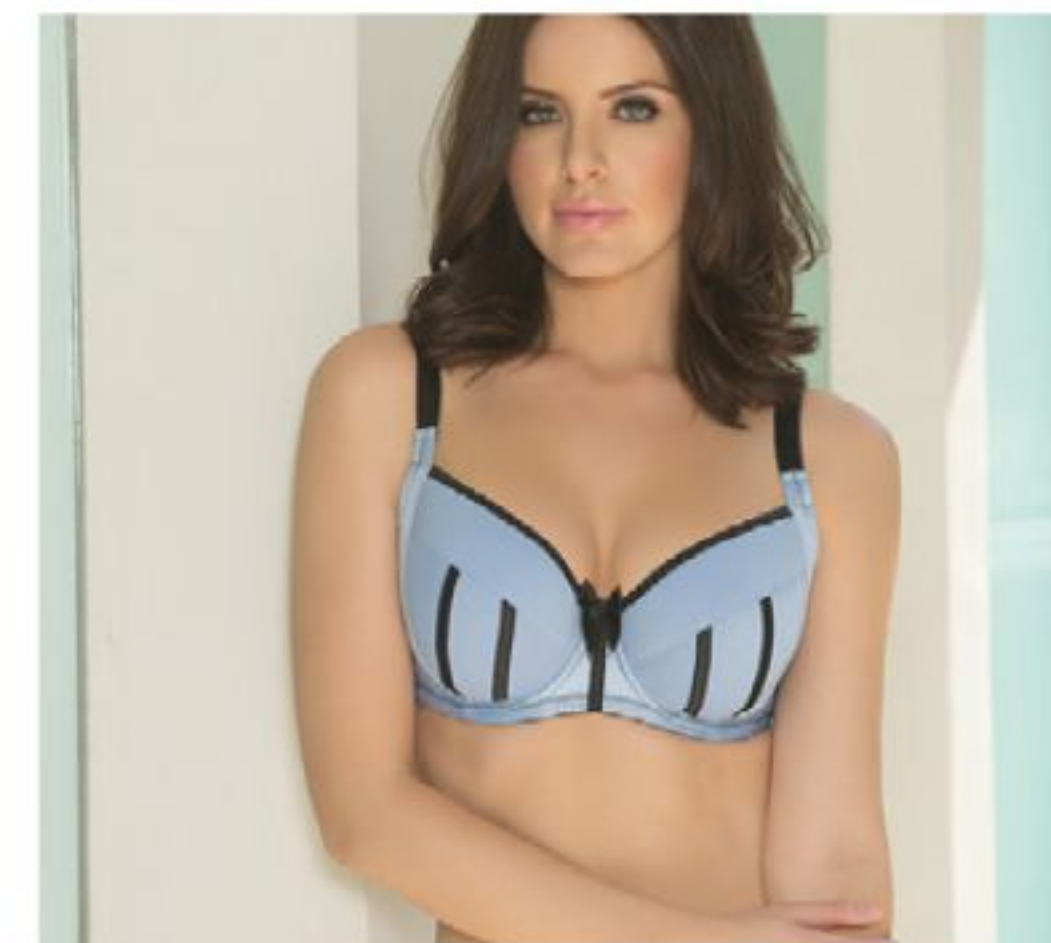
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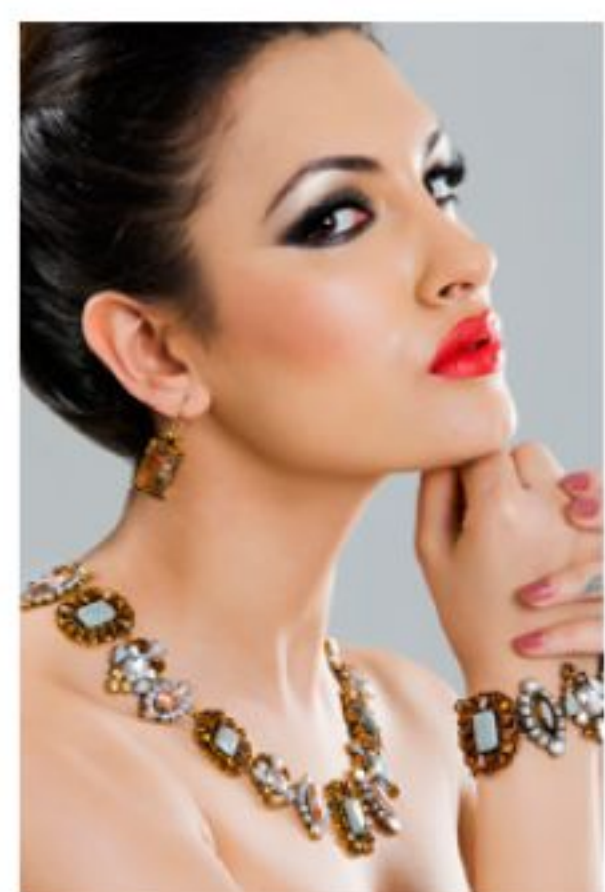
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THE
COSMOPOLITAN
CONTRACT

The dinner party

This is an agreement between _____ (hereafter referred to as the Host) and
_____ (hereafter referred to as the Guest) to participate in a dinner party

1 THE TOKEN OF APPRECIATION

Prior to the dinner party, the Guest should spend at least 30 minutes panic-buying the host a gift. Twenty of those minutes should be spent wandering the wine aisle Googling 'good wine brands.' After a supermarket employee recommends a bottle of Jacob's Creek, the guest should sack off the wine in favour of flowers.

2 CLEAR INSTRUCTIONS

Upon arrival, the Host must clearly apprise the guest of the correct shoe etiquette. If footwear is to be removed, this should be conveyed in a non-superior manner. The Guest should be prepared for either eventuality by carrying a spare pair of socks in her bag.

3 BE REALISTIC

The Host should avoid being overconfident when it comes to her culinary abilities. Never having made steamed buns before, she can by all means follow the 15-minute Jamie Oliver dim sum recipe, but should allow herself a minimum of two hours.

4 WORLD CUISINE

The Guest must refrain from using the food as an excuse to humblebrag about her recent backpacking trip through south-east Asia. The Host's one-pan duck should on no account be used as a tenuous link to sordid tales of selfie sticks and desecrating sacred temples.

5 THE LIE

If the Guest is single, she must come prepared with a fake dating story to recite to the Host when questioned on her love life. An easy formula for this is as follows: traditional but forgettable English name, boring sector of work (possibly insurance), number of dates (never

more than five) and your suspicion of his intention to emigrate to Australia in the near future.

6 IT WAS NO TROUBLE AT ALL

The Guest must question the Host on her recipes and culinary techniques, and the Host must keep up the pretence that the meal was a joy to prepare. Under no circumstances should the Host admit to slamming saucepans, forgetting to buy the cream and attempting to torch the crème brûlée with a lighter.

7 AFTER EIGHTS

While acknowledging that it's 2016 and not 1976, the Host should provide the Guest with a selection of after-dinner mints. Life's too short to pass up the opportunity for a Benedicks Mint Collection. Plus, the white chocolate baton will make up for the shitty starter.

8 NO COFFEE BRAGGING

The Host must only offer coffee if it is not a thinly disguised attempt to brag about her new Gaggia machine. The Guest does not care that you bought it with John Lewis vouchers, or that the beans are 'single origin.' They would just like a coffee.

9 'WE MUST DO THIS AGAIN'

The Guest must play along with the Host and agree to host the next dinner party, knowing she has no intention of delivering on her promise. The Guest must then spend the next six months avoiding the Host.

10 IF ALL ELSE FAILS

The guest must pre-pack an emergency snack in their handbag for the trip home. This should be some form of granola bar; failing that, a Twix will suffice.

Signed: _____ (the Host) Signed: _____ (the Guest)

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